

THIS CAMPAIGN WAS SHOT BEFORE THE EUROPEAN LOCKDOWN

P R A D A

E Y E W E A R

press release

**PRADA LINEA ROSSA EYEWEAR SPRING/SUMMER 2020
ADVERTISING CAMPAIGN**

The essential bond between the power of nature and the world of sailing is at the core of the new Prada Linea Rossa Eyewear Spring/Summer 2020 advertising campaign in collaboration with the new generation sailors of the Luna Rossa Prada Pirelli team.

Merging contemporary aesthetics and technological excellence, the new *Prada Linea Rossa Impavid* eyewear collection offers two *active* models.

The first sunglasses model (SPS03V) features a wide wraparound front, its geometric patterns outline the frame profiles thus creating a dynamic and three-dimensional effect. In the second sunglasses model (SPS05V) the ultra-light frame matches the sporty aesthetics of its wraparound front with the bold design of its temples. The rubberised finish, applied to the inner part of the temples, guarantees resistance and fitting comfort for high performance in different weather conditions.

For further information:
Prada Press Office
+39.02.567811
corporatepress@prada.com