

PRADA LINEA ROSSA FALL/WINTER 2020 THE CAMPAIGN

Dynamic, modern, new. The Prada Linea Rossa Fall/Winter 2020 campaign celebrates the new active collection with an exceptional cast of young and international talents from different parts of the world - globally influential figures, cultural game-changers. This Linea Rossa campaign features Chinese actress and dancer Jin Chen, South-Korean musician and producer Chanyeol Park, and American actress and change agent Yara Shahidi.

The singular nature of each of their talents is matched via the pairing of these Linea Rossa personas with different photographers: each creates an image reflective of the individual, a window into their lives. Supporting diverse local artistic realities, the three talents were shot separately, each in their own countries, by local photographers: Jin Chen was portrayed by Leslie Zhang, Chanyeol Park by Jung Wook Mok, and Yara Shahidi by Renell Medrano.

Reinterpreting the meaning of the line that is the emblem of Prada Linea Rossa, the concept of the Fall/Winter 2020 campaign is the timeline, a lineage of the self. Like Linea Rossa, it represents evolution, progress, pushing forwards - a line of life.

This season, the red line is used to narrate the three talent's lines of work, which reflect their multifaceted careers and unique back-stories, the histories and encounters that have brought them to today.

In the connection of each to contemporary society, to the experience of the now, and their focus and drive to pioneer and to excel, this trio of campaign talents are united through attitude with each other, and with Linea Rossa, with its ethos of modern, high-performance clothes engineered to the needs of dynamic life today. They share a line of thought.

Credits:

Photography and film by:

Leslie Zhang for Jin Chen

Jung Wook Mok for Chanyeol Park

Renell Medrano for Yara Shahidi

Creative direction: Ferdinando Verderi

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Innovation, experimentation, evolution. For Fall/Winter 2020, Prada Linea Rossa continues to develop its ideology of forward-looking and forward-thinking clothing, fusing technological invention, function and style. Clothes that are shaped by their utility and use, always engineered to the needs of life. Tools for living.

This season, Prada Linea Rossa introduces EXTREME-TEX, a new fabric researched and developed exclusively by Prada over a three year period. Born from a desire to combine the vanguard of textile technologies with sustainable production practices, EXTREME-TEX is composed of recycled polyester, manufactured using non-polluting processes - fluorocarbon and organic and toxic pollutant-free during the process of waterproofing. Lightweight yet structured, with an internal membrane of graphene-based polyurethane, EXTREME-TEX is water-repellant and durable. In addition, EXTREME-TEX thermoregulates body temperature, favoring perspiration, with antibacterial properties fused to the fibres. It is a material that offers protection not only for the body, but also the environment. In its emphasis not only on new life raw material, but on responsible processes throughout the chain of its manufacture, development and creation, EXTREME-TEX is an anticipation of how textile can be produced for the future.

EXTREME-TEX debuted in the Fall/Winter 2020 Prada men's and women's runway shows - cut into overcoats for men and t-shirt shapes for women, demonstrating the extreme versatility of this unique fabric. Offered in two weights - EXTREME-TEX and EXTREME-TEX LIGHT - it is the leitmotif of the collection, synced with inspirations of use, function, need.

The Prada Linea Rossa FW20 collection for men and women propose a metropolitan wardrobe of dynamic clothing. This is an urban uniform, inspired by sports and survival, geared towards movement, lightness and ease. Black and Linea Rossa Red dominate the colour palette, a thread of distinct and immediate visual identification connecting the methodology of these highly-technical performance garments. EXTREME-TEX is combined with stretch jersey, nylon and tech-knit - there is a focus on sustainability and the use of regenerated yarns through the whole collection. Menswear emphasises silhouette with lightweight padding and generous squared cuts: womenswear disrupts the language, introducing highly feminine colours - powder pink, celeste blue, yellow, fluoro cerise - and abbreviated silhouettes.

In an unexpected translation, the Prada FW20 men's and women's fashion shows introduced a new idea to Linea Rossa: garments with traditional styling quietly revolutionised with a Linea Rossa signature, of innovative material processes. The use of EXTREME-TEX in men's overcoats and trousers and women's t-shirt shapes create a new paradoxical hybrid - techno classics - that is quintessentially Prada. Shoes and accessories are unisex - points of emphasis. Sneakers, knit and bucket hats and gloves striated with the Linea Rossa, a badge of identity, a stamp of meaning.

#PradaLineaRossa

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