

PRADA FALL/WINTER 2021 CAMPAIGN

FEELS LIKE PRADA

Feelings - emotions and senses, intimacy and tactility. The Fall/Winter 2021 Prada campaign, showcasing the collections for women and men designed by Miuccia Prada and Raf Simons, is an exploration of the evocation of feeling.

To feel has connotations both sensorial and emotional - rather than intellectual discourse, it is about instinct, spontaneity. Photographed by David Sims, each image is implicitly a fragment of an independent narrative - yet presented in serial, laid side-by-side, these photographs form a new abstract story of their own, expressing emotion. Deeper than appearance, this campaign is about what feels like Prada.

This narrative will come to life through a variety of experimental activations during Fall 2021, spanning digital and physical - life, re-fashioned, through the lens of Prada. Real-world spaces and quotidian objects will be enveloped in tactile patterns drawn from the Fall/Winter 2021 Prada collection, alongside building façades also featured in the campaign imagery - objects and places that can be touched, felt.

The Prada Fall/Winter 2021 campaign as a whole is a proposition, a proposal - positing a vision of a brand, intentionally multi-faceted, to reflect its complex and ever-transforming nature. It is that which - always - feels like Prada.

#PradaFW21
#FeelsLikePrada
#Prada

Credits:

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