

PRADA LINEA ROSSA SPRING/SUMMER 2022

Prada Linea Rossa has always been forward-looking, onward-thinking, founded with the remit of exploring progressive styles, evolving materials, moving to the future. Metropolitan clothing, engineered for tomorrow.

The Spring/Summer 2022 Prada Linea Rossa campaign, photographed by Johnny Dufort, captures these clothes in dynamic, ceaseless action in a futuristic environment. Inspired by the energy and motion of sport, and by the demands of the kinetic body on the function of fashion, translated to a style that speaks of modern life, the new Prada Linea Rossa collection is captured alive in hyper speed, rapid-fire motion, blurs of movement underscoring the streamlined shapes and slick, technologically advanced fabrics - a hallmark of Prada Linea Rossa from its inception.

Sports link together individuals, as teams - communities. Many become one - a body working together, to achieve and excel. In Dufort's imagery - and an accompanying film short by director Albert Moya - four figures are caught in a game of futuristic table tennis, striking forehand and backhand in an intricate choreography, a team unified. Fusing together physical experience and digital effects - humanity and technology - another game is played between our present and our future.

Pared-back, sleek, devised to function with the demands of contemporary existence and reflecting the roots of Prada Linea Rossa in the sleek, minimal lines of 1990s fashion - a style invented and evolved by Prada - the collection is defined by stark monochrome and greyscale. Pioneering fabric innovation transforms the relationship of the body and its clothing: bio-ceramic polyester piquet allows the body to maintain constant temperature regardless of activity or environment, while the new bio based nylon - whose threads are obtained from castor plant seeds - is abrasion resistant and lightweight, and naturally helps control the production of bacteria. Multi-function is key, with fabrics engineered to breathe yet repel water, to cool or warm, to adapt and live. The subdued palette offsets a constant reiteration of the signature Linea Rossa latex stamp: a mark of belonging, a badge of meaning that unites all wearers.

Inspired by the inspirational teamwork of the Luna Rossa crew, the iconic Prada America's Cup sneaker - an anchor of Prada Linea Rossa from its birth in the 1990s to today - has been relaunched. For 2022, a new dimension is offered: customization.

Via the AC Factory tool on prada.com and at Prada stores, clients can fully personalize the lace-up and strap closure styles, selecting from a range of soft or patents leathers, a spectrum of color, and with initials embossed. The ultimate in individuality.

Credits:

Photographer: Johnny Dufort

Director: Albert Moya

Artistic direction: General Idea Agency

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