

PRADA MENSWEAR SPRING/SUMMER 2022 ADVERTISING CAMPAIGN IN THE MOOD FOR PRADA

The power of acting is to draw on a well of personal experience to convey a mood, an emotion and feeling that, while fiction, borrows its fact from the performer's own humanity. To showcase the Spring/Summer 2022 Prada menswear collection by Miuccia Prada and Raf Simons, global star Tom Holland performs as 'himself' in a series of photographs by David Sims.

In a re-contextualising of a figure world-renown for his action hero roles, Holland here becomes an embodiment of today's Prada man - a rich internal life informing his outer projection of self. These images cement minute actions and reactions, close and gentle moments - the rapport between garment and body, gestures of dressing and undressing alive within the imagery. Instead of a cinematic panorama, Holland is portrayed via portraits, intimate and real. The images connect - his gaze holds ours, and our attention. He is performing for the camera, with intent - but it is a performance of himself.

Credits:

Photographer: David Sims
Creative Direction: Ferdinando Verderi
Actor: Tom Holland

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