

PRADA

press release

PRADA THE SYMBOLE

Subjectivity, interpretation, perspectives. For the campaign celebrating the Prada Symbole handbag, three artists approached the same subject matters - the Symbole, and the actor Hunter Schafer - in a series of divergent and distinct portraits. Three artists, three sides of Prada, three points of view.

A triptych in its conception, the campaign is created by three of art's modern masters: Catherine Opie, Thomas Ruff and Carrie Mae Weems, symbolic and powerful names, whose work has rarely, if ever, been printed in the form of a fashion campaign. While respecting the processes and meanings inherent to both art and fashion, each questions and challenges the other, to create works that explore the blurred boundaries between these disciplines through mutual exchange.

Each artist regards the same figure, and the same object, but their practices, methodology and results are wildly individual. Like the Symbole itself, different sides - different facets - are discovered. Each series of images connects to a canon of artistic expression: Opie's work revolves around the body and identity, new codes of beauty - her images seem to sculpt Schafer into a series of triangles, fusing woman and object, Ruff's reinterprets ready-made images, distorting and manipulating reality - the objective value of a photograph, it questions our ideas of image. Weems connects her imagery to concepts of identity, representation, projection - notions of transformation and courage.

Before each of their lenses, Schafer transforms - an act that, through the art of its creators, reflects her own craft as an actor. The campaign images become character studies - of Hunter Schafer, and the Symbole - composed of triangles, a graphic representation of the codes of Prada.

Credits

Talent: Hunter Schafer

Artists: Catherine Opie, Thomas Ruff, Carrie Mae Weems

Creative Director: Ferdinando Verderi

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THE PRADA SYMBOLE HANDBAG

A new type of logo, a new concept of an emblem - the Prada Symbole handbag is inspired by Prada's iconic Triangle. Precise, direct, meaningful, it is a shape that resonates without words. Drawn from Prada's heritage, it is reinvented for today - where the Triangle, alone, says Prada.

The Triangle was first used by Mario Prada - founder of the brand - in 1913, as a mark of quality and craft, a symbol of luxury. Today, it has become a shape immediately associated with Prada - echoing the shape of the 'A' of the brand's name, a distinct and unique marker intrinsically tied to the history and identity of Prada.

In the Symbole, the Triangle becomes a luxurious jacquard - woven into the very fabric of the handbag. Geometric, modern, multi-faceted, it is a wordless assertion of Prada's unmistakable persona. The Symbole couples this to a versatile tote, trimmed in Saffiano leather and proposed in a variety of sizes - a style as multi-faceted as its surface. Here, the Triangle retains its century-old role as a stamp of approval, expressing the highest level of craftsmanship synonymous with Prada.

The Symbole - like the Triangle itself - is a symbol of the ethos of Prada. Past, present, future.

For further information:
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