

## **PRADA LINEA ROSSA FALL/WINTER 2022 CAMPAIGN**

Motion, transformation, perpetual change - forever shifting, along a line drawn between two points. The Prada Linea Rossa Fall/Winter 2022 campaign reflects a fundamental ethos of dynamic locomotion, ceaseless movement between different poles. And through that motion, clothing transforms, adapting itself to divergent terrain, disparate needs and demands. Constantly changing, ever evolving.

The Fall/Winter 2022 campaign captures this endless mood of wanderlust, in a series of photographs and motion image created by Norbert Schoerner. Within each, two realities create an impossible hybrid, capturing Linea Rossa as it morphs between extremes, between mountain terrain and urban ecosystems. The protagonists sprint between these environs, captured in movement, their speed blurring the world until two polar realities fuse seamlessly into one.

The imagery reflects the identity of the Linea Rossa collection, the interlacing of different universes, racing between one reality and another. Pieces draw on winter sports - the streamlining and padded protection of skiwear, translated to metropolitan clothes recalibrated for city living. Fabrics are designed to adapt to differing locales, to new demands - mixes of nylon, techno-knit and Prada Extreme-Tex form chassis around the body, achieving delicate balance between disparate elements, fluctuating temperatures, and the demands of the everyday. In striking monochrome enlivened with the iconic Linea Rossa emblem, these pieces are also fusions, of Prada's minimized style with high-performance sportswear, timelessly engineered for bodies in dynamic movement. .

**Credits:**

Photographer: Norbert Schoerner

Talent: Charli D'Amelio

Models: Emanuel Dostine, Aviana McClish, Sherry Shi, Sebastien White

#PradaLineaRossa

## **ABOUT CHARLI D'AMELIO**

Charli D'Amelio is a digital superstar, crowned "the reigning queen of TikTok," by The New York Times. She was the first on the platform to hit 100 million followers and is the current leading female TikTok creator. Her influence on social media has earned her coveted spots on lists such as Forbes 30 Under 30, Fortune's 40 under 40, AdWeek's 2020 Young Influentials and Variety's Power of Young Hollywood Impact List in 2020, 2021 and 2022.

A proud voice of her generation, who continues to use her platforms to create positive change, Charli is an advocate against cyberbullying and has partnered with organizations such as UNICEF to raise awareness on the negative effects cyberbullying can have on young adults.

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