

## TOUCH OF CRUDE

### Prada unveils the film by NWR and the Spring/Summer 2023 Campaign

Prada characters, Prada stories, Prada lives. The Spring/Summer 2023 Prada campaign situates the men's and women's collections by Miuccia Prada and Raf Simons within a continuum, ever-unfolding, enigmatic fragments of stories reflecting facets of humanity, sides of personae, and echoes of realities. Emotional complexity, parallels and paradoxes, alternate perspectives.

The Spring/Summer 2023 women's show initiated a collaboration between Prada and film director Nicolas Winding Refn - an immersive environment devised within the performative space of the runway show. At the center of this exchange is an exclusive new short-format feature film, directed by NWR, exploring the lives of women and the scope of fluid modern femininity: when a woman moves into a new house she is visited by a mysterious entity, a Black Box, which upon peering through its peephole unlocks multiple universes, each viewed from different woman's perspective. Premiered at the Lyon Lumière Film Festival in October as well as at the Geneva International Film Festival and the Stockholm Film Festival in November 2022, Touch of Crude now makes its debut on prada.com and the brand's social platforms as well as at the Fondazione Prada's Cinema in Milan on 11-12 January 2023.

The campaign further evolves this ongoing interrelationship, fashion photography echoing the language of cinematography, a fusion of creative ideologies that is fundamentally Prada. Photographed by David Sims, these images draw upon the characteristics of classic Hollywood and European movies - their images are frames within divergent stories, glimpses of an unseen narrative and an unknown script, a tension again between different views, of different lives. The notion of Prada characters peoples the campaign with an ensemble cast of faces with immediate resonance and international renown: the actors Vincent Cassel, Jaehyun Jeong, Louis Partridge, Hunter Schafer, Letitia Wright, alongside the models Guinevere van Seenus and Rachel Williams.

Actors and models by their very nature encapsulate an otherness - the campaign plays off that multifaceted nature, where a plurality adds a complexity. Alongside, crude contradicts - it implies a simplicity, a directness and purity. Its touch is here in stark sets, like cinematic projections of realities - evocations of interiors, impressions of actuality, traces of lives.

*Film Credits:*

*Written/Directed: NWR*

*Costumes: Prada / Miuccia Prada / Raf Simons*

*Starring: Lola Corfixen, Liv Corfixen, Lizzielou Corfixen*

*Director of Photography: Magnus Jønck*

*Editor: Matthew Newman*

*Music: Cliff Martinez*

# PRADA

## *Campaign Credits:*

*Photography: David Sims*

*Talents: Vincent Cassel, Jaehyun Jeong, Louis Partridge, Hunter Schafer, Letitia Wright*

*Models: Guinevere van Seenus, Rachel Williams*

*Creative direction: Ferdinando Verderi*

## *Campaign talents' biographies:*

*Vincent Cassel* is an award-winning French actor, whose work traverses art-house and cinematic blockbusters. Cassel was introduced to English-speak audiences via performances in *Ocean's Twelve* (2004) and *Ocean's Thirteen* (2007), as well as *Eastern Promises* (2007), *Black Swan* (2010), and *Jason Bourne* (2016). In 2020, he portrayed Engerrand Serac in the HBO series *Westworld*.

*Jaehyun Jeong* is a South Korean Entertainer who has performed as main vocalist and lead dancer of the South Korean group NCT 127 since 2016. Jaehyun Jeong made his acting debut in 2021 and released his first solo work of music in 2022.

*Louis Partridge*, awarded Screen International Star of Tomorrow, garnered international recognition for his role in the Netflix original films *Enola Holmes* in 2020 and *Enola Holmes 2* in 2022, and as Sid Vicious in Danny Boyle's 2022 miniseries *Pistol*.

*Hunter Schafer* is an American actress and artist. She made her acting debut portraying Jules in the HBO critical acclaimed series *Euphoria*. She also co-wrote and co-executive produced a special episode for the series. In 2021, *Time* named her to its Next list of 100 emerging leaders who are shaping the future. Schafer will next be seen starring in the Neon thriller *Cuckoo* from director Tilman Singer and Lionsgate's *The Huger Games: The Ballad of Songbirds and Snakes*.

*Letitia Wright* is an award-winning Guyanese-British actor and producer. In 2018, she attained global recognition and critical acclaim for her portrayal of Princess Shuri in *Marvel Studios' Black Panther*, assuming the titular role in the 2022 sequel *Black Panther: Wakanda Forever* - the highest grossing film of all time featuring a black female lead. Along with her company 3.16 Productions and roles in recent art-house projects *The Silent Twins* and *Aisha*, Letitia has cemented her position as one of the industry's most captivating young artists.

## *For further information:*

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