

PRADA

press release

PRADA WOMEN'S AND MEN'S SPRING/SUMMER 2024 CAMPAIGN DAYS OF PRADA

In times of invented narratives and advertised lifestyles, the Prada Spring/Summer 2024 campaign signals a reassertion of timeless priorities. Fashion is about clothes, within life, encapsulated in the living procession of the fashion show. Here, the narrative of that typically transient moment is amplified, extended for an entire season. This campaign utilizes Miuccia Prada and Raf Simons' September runway presentation as a catalyst for an exploration of the ecosystem of the fashion show, its complex plurality simultaneously expressive of individuality and community, the momentary and the eternal. The medium becomes the message – part of a constant search for answers to fundamental questions, around the role of fashion in our everyday lives.

A sequence of honest and pure portraits by Willy Vanderperre, poised between spontaneous intimacy and elegant formalism, encapsulates the personae of each model of the show, 40 in total. Comprising both known and new faces, every woman is championed, afforded space and agency in singular portraits – a focus placed on her, and her clothes, addressing ever-transforming notions of femininity. Amplifying a dichotomy between the notion of the singular and the collective, these portraits are at once individual and part of a larger body of work. They reflect both the procession of the fashion show itself, and a wider dialogue with fashion as both badge of belonging and marker of personality. Prada reminds us that the profession of fashion is a collective one.

Equally, cinema is both a collective endeavor and an individual exercise, actors prized for their innate and unique abilities. Continuing a lineage of Hollywood actors embodying the Prada man, three internationally acclaimed actors and creatives are showcased: Harris Dickinson, Kelvin Harrison Jr. and Troye Sivan. Here, their personal characters are celebrated – the roles they play are themselves. Protagonists of their own narratives, they are here framed alongside one other.

Throughout, we are offered multifaceted interpretations of the identity of Prada today – never in comfortable isolation, always in challenging juxtaposition. The ever-changing characters reflect the transformative nature of fashion, and Prada's constantly shifting rapport with a panorama of ideas and ideals.

PRADA

Credits

Creative Direction: Ferdinando Verderi

Photographer: Willy Vanderperre

Women's Spring Summer 2024 Campaign

Cast: Ajah Angau, Mica Argaranaz, Loli Bahia, Lexi Boling, Jolien Bosman, Oninyechi Chijoke, Sora Choi, Rejoice Chuol, Elise Crombez, Anica Cuca, Sanja Dalecka, Mathilde Denard, Dominika, Lina Emelianova, Farah, Selena Forrest, Elen Giunio, Nastya Honchrova Du Juan, Qin Lei, Julia Meseguer, Amanda Murphy, Julia Nobis, Ornella, Lila Pankova, Romi Peled, Eliza Petersen, Sascha Rajasalu, Laura Reyes, Alyosia Salamatina, Diana Skowron, Penelope Ternes, Denyse Tumukunde, Ilya Vermeulen, Freya Vervaeet, Nikki Vrekic, Rianne Von Rompaey, Liu Wen, Anok Yai, Lina Zhang

Men's Spring Summer 2024 Campaign

Cast: Harris Dickinson, Kelvin Harrison Jr., Troye Sivan

ABOUT THE TALENTS

HARRIS DICKINSON

British actor Harris Dickinson began his career in Eliza Hitman's critically acclaimed Sundance hit *Beach Rats* (2017), for which he was nominated for the Independent Spirit Award for 'Best Male Lead' and 'Breakthrough Actor' at The Gotham Awards. Some of his other film credits include *County Lines* (2021) *The King's Man* (2021), *The Souvenir: Part II* (2021) and the Palme D'or winning and Academy-Award nominated film *Triangle of Sadness* (2022). He can currently be seen starring in the FX miniseries *A Murder at the End of the World* (2023) and the new Sean Dirkin film *The Iron Claw* (2023). In 2022, Harris was nominated for a BAFTA Rising Star award.

KELVIN HARRISON JR.

American actor Kelvin Harrison Jr. began his career in 2013 appearing in multiple films. Kelvin's breakthrough came as Travis in A24's 2017 horror film *It Comes at Night*, followed by starring roles in *Luce* and *Waves* (2019), as well as the 2023 film *Chevalier*. Next, Kelvin can be seen as Dr. Martin Luther King Jr. in *Genius: MLK/X* and as Scar in Disney's live action *Lion King* prequel *Mufasa* both due to release in 2024. He is the recipient of a Screen Actors Guild Award and a nominee for a British Academy Film Award, Gotham Award and Independent Spirit Award.

TROYE SIVAN

Troye Sivan is a Grammy-nominated Australian singer-songwriter and actor. His third and most recent album, *Something to Give Each Other*, earned global acclaim and was listed as one of the Best Albums of 2023 by over thirty of the world's most celebrated media outlets. As an actor, Sivan debuted with a portrayal of the younger Wolverine in *X-Men Origins: Wolverine* (2009) and starred as the titular character in the *Spud* film trilogy (2010-2014). He has also starred in the film *Three Months* (2022), the MAX series *The Idol* (2023), and the film *Boy Erased* (2019) for which he also wrote and performed an original song that was nominated for a Golden Globe Award.