

PRADA

press release

PRADA WOMEN'S AND MEN'S FALL/WINTER 2024 CAMPAIGN NOW THAT WE'RE HERE

A campaign as a dialogue - Prada in conversation. The Fall/Winter 2024 Prada advertising campaign embraces a fundamental tenet at the heart of the house's creativity: the notion of conversing, of exchange of ideas. Honest human interaction is at the core of Prada's identity - the foundation of its expression of fashion, and the root of the creative partnership between Miuccia Prada and Raf Simons. Every Prada collection is a conversation, an interplay of contrasting opinions and viewpoints, both within the designs themselves, and in their rapport with their audience. Fashion is an exchange. That ideology is extended to encompass the concept behind Prada's visual imagery, a mirror of actuality - the now, the here.

An ensemble cast of world-renowned actors are captured in intimate and unrehearsed interaction, stolen moments, photographed by Willy Vanderperre. Harris Dickinson, Damson Idris, Yili Ma, Hunter Schafer and Letitia Wright engage with one another, both face-to-face and via phone, the images of their interchanges nodding simultaneously to the fiction of different eras, of narrative cinema and the verity of documentary. They speak from a script created by American filmmaker, artist, and writer Miranda July, whose own work constantly explores these ideas of discussion, of links between individuals forged by language.

The campaign extends into reality, not just observing but instigating dialogue as action: sets of conversation cards, written by Miranda July, propose topics to discuss among friends. Within the accompanying short films, directed by Oscar-nominated documentary director Garrett Bradley, July is herself an invisible protagonist - we hear her voice on the other side of the phone, confessing fragments of imaginary narratives. In both images and film, these conversations are tantalizingly out of reach - seen, sometimes partially heard, they invite revelation in the imagining of their entirety.

The campaign imagery is informal and direct, simple and true. It reflects innately human gestures and impulses - our need to connect, to offer opinions, to listen and learn. Talking is a group activity. Here, these individuals become a collective, linked through their trade of ideas, their reciprocal harmonies - the singular becomes the plural. Bringing people together, to commune is to create.

Credits

Talent: Harris Dickinson, Damson Idris, Yili Ma, Hunter Schafer, Letitia Wright

Creative Direction: Ferdinando Verderi

Photographer: Willy Vanderperre

Script: Miranda July

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BIOGRAPHIES

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). Most recent projects include the FX miniseries *A Murder at the End of the World* (2023) and Sean Durkin's *The Iron Claw* (2023) with upcoming A24 film *Baby Girl* due for release this year. In 2022, Harris was nominated for a BAFTA Rising Star award.

DAMSON IDRIS

Damson Idris is a British actor of Nigerian descent, rising to fame from his portrayal of "Franklin Saint" in FX's hit crime series *SNOWFALL* (2017 - 2023). Idris served as Producer and recently won an NAACP Image Award for Outstanding Actor in a Drama Series, Critics Choice Award for Best Actor, BET Best Actor Award and MOBO Best Actor. His worldwide breakthrough in film was starring in Netflix's sci-fi action *Outside the Wire* (2021). More recently he can be seen starring in upcoming *Untitled Formula One Feature* (2024 Production).

HUNTER SCHAFER

Hunter Schafer is an American artist and actor. In 2019, she made her acting debut portraying Jules in the HBO series *Euphoria*. In 2021, Time magazine named her to its Next List of 100 emerging leaders who are shaping the future. She has starred in films *The Hunger Games: The Ballad of Songbirds & Snakes* (2023), *Kinds of Kindness* (2024), and *Cuckoo* (2024). She is currently in production on *Bladerunner 2099*.

LETITIA WRIGHT

Letitia Wright is a Guyanese-British actor and producer. She attained global recognition and critical acclaim for her portrayal of Shuri in Marvel Studios' *Black Panther* in 2018, receiving a BAFTA Rising Star Award, SAG Award and NAACP Image Award. In 2022, Wright assumed the titular role in the sequel *Black Panther: Wakanda Forever*. Wright's production credits include the BIFA Award-winning drama *The Silent Twins* (2022), *Surrounded* (2023) and *Sound of Hope: The Story of Possum Trot* (2024).

YILI MA

Yili Ma is a Chinese actress known for her representative works including *Blossoms Shanghai*, *To the Wonder*, *B for Busy*, *The First Half of My Life*, *Lost, Found*, and *Struggle* and more. She has gained widespread popularity for her outstanding performances in numerous TV dramas and films. She won the Best Actress award at the 24th Shanghai TV Festival for *The First Half of My Life*; she received the Best Actress award at the 25th Huading Awards and was nominated for Best Actress at the 32nd China Golden Rooster Awards for *Lost, Found*; and she was named Actress of the Year at The 2nd CMG TV Drama Annual Ceremony for *Blossoms Shanghai*.

MIRANDA JULY

Miranda July is an American filmmaker, artist, and writer whose body of work includes film, fiction, monologue, digital presentations and live performance art. She wrote, directed and starred in the films *Me and You and Everyone We Know* (2005) and *The Future* (2011) and wrote and directed *Kajillionaire* (2020). She has authored a book of short stories, *No One Belongs Here More Than You* (2007); a collection of nonfiction short stories, *It Chooses You* (2011); and the novels *The First Bad Man* (2015) and *All Fours* (2024). In March 2024 July's first solo show of artworks was presented at Osservatorio Fondazione Prada in Milan, curated by Mia Locks.