



**PRADA
RE-NYLON**

THE THIRD INSTALLMENT OF THE UNIQUE STORYTELLING COLLABORATION WITH NATIONAL GEOGRAPHIC CREATIVWORKS

In celebration of the 2025 Prada Re-Nylon Collection and campaign, Prada collaborates for the third time with storytelling partner National Geographic CreativeWorks to explore the origins of its groundbreaking Prada Re-Nylon initiative in a series of four documentary films, featuring actors Benedict Cumberbatch and Sadie Sink, along with SEA BEYONDers and Goodwill Ambassadors of the project Valentina Gottlieb and Giovanni Chimienti, as well as local National Geographic experts.

Tied to a deep belief in the connection of fashion to culture and society, since 2019 Prada Group conducts the SEA BEYOND educational program, in partnership with the Intergovernmental Oceanographic Commission of UNESCO, to raise awareness on ocean preservation and collaborates with National Geographic CreativeWorks to highlight the complexity of the Prada Re-Nylon Collection.

Regenerated from plastic waste sourced from ocean and landfills, Prada Re-Nylon testifies the Group's aim to create products without using new resources. 1% of proceeds from the Prada Re-Nylon for SEA BEYOND Collection benefit SEA BEYOND, with the aim of inspiring new generations and making them aware of the importance of the ocean and the need to preserve it.

In these new episodes, Benedict Cumberbatch and Sadie Sink visit Norway and Mexico respectively. Each film is an immersive experience, taking viewers behind the scenes, under the surface of the sea, and beyond. Revealing the majesty of this complex ecosystem, the dangers these marine environments face, and how we can evolve our approaches to create positive impact, the segments reframe the Prada Re-Nylon narrative within the communities and environs it is transforming.

Exploring the strengths and fragilities of marine life, charting our endeavors to protect these essential habitats, these films are part of Prada Group's primary remit in SEA BEYOND – to promote ocean literacy, understanding the importance of ocean preservation and championing change.

Discover more on prada.com.

SEA BEYOND

SEA BEYOND is a project by Prada Group conducted in partnership with the Intergovernmental Oceanographic Commission of UNESCO (UNESCO-IOC) since 2019 to raise awareness of sustainability and ocean preservation, contributing to the progress of ocean education on a global scale through a series of training initiatives for younger generations. Since its debut, the educational program has shared the principles of ocean literacy with more than 35,000 students around the world. Moreover, the “Kindergarten of the Lagoon” project – outdoor education activities for preschool children in Venice – was launched in 2021 to create links between kids and the lagoon ecosystem. While the main focus remains education, SEA BEYOND has recently extended its scope with two new areas of focus: support for scientific research dissemination and humanitarian projects, both dedicated to the ocean. As of July 2023, 1% of the proceeds from the Prada Re-Nylon for SEA BEYOND Collection benefit SEA BEYOND. The list of products in this Collection is available at www.prada.com.

Through SEA BEYOND, Prada Group has also trained its more than 14,000 employees worldwide on ocean literacy principles via VR educational content and the AWorld app, the official platform selected by the United Nations to live more sustainably.

BIOGRAPHIES

BENEDICT CUMBERBATCH

Benedict Cumberbatch is a BAFTA, Emmy and Laurence Olivier Award-winning and Academy Award and Golden Globe Award-nominated actor. He received an Oscar nomination for Best Actor for his role in Jane Campion’s *The Power of the Dog* (2021), following his first nomination for his portrayal of Alan Turing in *The Imitation Game* (2014). Cumberbatch recently starred in Wes Anderson’s Academy Award winning short film *The Wonderful Story of Henry Sugar* (2023) for Netflix and reprised his role as ‘Doctor Strange’ in Marvel’s *Doctor Strange in the Multiverse of Madness* (2022). Cumberbatch gained wide recognition for his portrayal of Sherlock Holmes in the series *Sherlock* (2010-2017). In 2014, Time Magazine named him one of the 100 most influential people in the world, and in 2015, he was appointed a CBE at Buckingham Palace for services to the performing arts and to charity. He next stars and produces through his company SunnyMarch *The Thing with Feathers*, which will make its world premiere at the 2025 Sundance Film Festival.

SADIE SINK

Actress Sadie Sink had her breakthrough portraying Max Mayfield in the Netflix science fiction series *Stranger Things* (2017–present), receiving critical acclaim for her performance in its fourth season. In 2021, she appeared in the horror film trilogy *Fear Street* and the following year starred in Darren Aronofsky’s psychological drama *The Whale* (2022), for which she received a Critics’ Choice Movie Award nomination. Sink will next be seen in the Fox Searchlight post-apocalyptic musical drama, *O’Dessa* and will return to Broadway in the Spring to star in John Proctor *Is the Villain*. A passionate advocate for environmental and animal rights, she has used her influence to support non-profits.