



# PRADA RE-NYLON

## **A STORYTELLING COLLABORATION WITH NATIONAL GEOGRAPHIC CREATIVWORKS *ON ARCTIC TIDES***

Benedict Cumberbatch features in the first of four films exploring the story behind Prada Re-Nylon, and its positive impact on communities and habitats across the world, created with Prada's storytelling partner National Geographic CreativeWorks and co-starring SEA BEYONDers and Goodwill Ambassadors of the educational program by Prada Group.

Showcasing the philosophy and actuality of Prada Re-Nylon, these episodes cross the Atlantic Ocean to explore the seas of Europe and Central America, charting environmental actions already underway to help safeguard marine life for generations to come.

In this debut short, Benedict Cumberbatch visits the Lofoten Archipelago of Norway, within the Arctic Circle, to examine the critical issue of plastic pollution in the Arctic, alongside environmental advocate and actress Valentina Gottlieb and local expert Carl Højman. Ocean currents carrying plastic waste and "ghost nets" — thousands of kilometers of fishing nets that have been lost or abandoned — impact ecosystems across the globe, littering beaches and trapping and killing marine life. They are indicative of unsustainable fishing practices that add thousands of tons of plastic to the ocean each year.

Reflecting global concerns and the shifting sensibilities of new generations, this docu-series explores fashion's ability to make a difference and create true and lasting positive change on the environment around it.

1% of the proceeds from the Prada Re-Nylon for SEA BEYOND Collection benefit the SEA BEYOND educational program, contributing to the progress of education on a global scale through a series of training initiatives for younger generations, making them aware of the importance of the ocean and the need to preserve it.

The debut episode of Prada Re-Nylon is now available on [prada.com](https://www.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](http://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.

## *BIOGRAPHY*

### **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.