

# PRADA

*press release*

## PRADA WOMEN'S AND MEN'S FALL/WINTER 2025 CAMPAIGN

### PRADA MOTION PICTURES

Pictures in motion – images of free movement. The campaign for the Fall/Winter 2025 Prada women's and men's collections by Miuccia Prada and Raf Simons captures the intensity of dynamic life, in motion. Multiple figures in free-form flow through the picture plane, never standing still, heading towards an unknown and unseen destination.

Moving as a group, here models are photographed in the normality of everyday action, walking together. Real and alive, the resulting images convey a sense of collective force, and a reflection of the intention of the collection – a freer attitude, about fashion.

Kinetic grace. Motion here is an engine for progress – advancing ideas, furthering knowledge in a synergic effort. Grouped together, moving as one, amongst these figures there is the notion of collective encounter, a shared reality, a lived experience. Together, these individuals stand stronger than alone.

A moment paused, frozen in time, these still – yet moving – images encapsulate energy and freedom, the movement of the body in clothes and within clothes. In the accompanying short films, slow-motion 360 capture formalizes instinctive moves, in an intricate but impulse choreography of the intersecting paths of people.

Reflective of actuality, reactions real, these images and films capture imperfections and unanticipated gestures, the vigor and vitality of life. They are motion pictures.

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