

PRADA

press release

PRADA HOLIDAY 2025 CAMPAIGN

A WINTER'S TALE

A winter archetype – a voyage through a pristine snowscape, a quest of rediscovery, a return. The Prada Holiday 2025 campaign celebrates a timeless and cross-generational tradition: winding through crystalline white trees, an automobile journey is emblematic of the season. A universal experience, a story known by many – a coming home.

Cinematic in scope, panoramic in scale, these still and moving images echo a long tradition of Prada campaigns inspired by movie auteurs. Filmed and photographed by Glen Luchford, the epic vision is brought to life by bold and youthful international talents: Maya Hawke, Damson Idris, Louis Partridge, Letitia Wright, and Li Xian. They convene as friends, a chosen family making the trip together.

Neither a start, nor an end, the campaign captures these protagonists in the depths of their excursion. And, in the campaign film, our recognized realities transform into magical fantasies – a nighttime forest miraculously illuminated by light. It celebrates the holiday period as time of kinship and sharing, of stories, and of exceptional encounter. Of wonderment.

In accompanying films, the stellar cast of talent discuss personal stories, of their holiday memories – blurring the line between fiction and actuality, between cinema and life.

Creative Directors: Miuccia Prada and Raf Simons

Talent: Maya Hawke, Damson Idris, Louis Partridge, Letitia Wright, Li Xian

Photography and Direction: Glen Luchford

Campaign Creative Direction: Ferdinando Verderi

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ABOUT THE TALENTS

MAYA HAWKE

Maya Hawke is an actor, musician, songwriter, and producer. She gained recognition for her role in Stranger Things, earning an HCA Award nomination and being called a “breakout star” by Entertainment Weekly. Her acting credits also include The Good Lord Bird (2020), Inside Out 2 (2024), and the biopic Wildcat, which she co-produced. As a musician, she has released three albums: Blush (2020), Moss (2022), and Chaos Angel (2024).

DAMSON IDRIS

Damson Idris is a British-Nigerian actor known for his magnetic screen presence and powerful performances. He stars alongside Brad Pitt in F1, Apple’s 2025 summer blockbuster and its highest-grossing film to date. Directed by Joseph Kosinski, the film also features Javier Bardem and Kerry Condon, showcasing Idris’ versatility. He recently wrapped Children of Blood and Bone, based on Tomi Adeyemi’s bestseller, set for release in January 2027. Next, he takes on the role of Miles Davis in Miles & Juliette, a biopic directed by Bill Pohlad. Idris rose to prominence as Franklin Saint in FX’s Snowfall, earning an NAACP Image Award. His credits include Outside the Wire, Farming, Black Mirror, Swarm, and The Commuter. Beyond acting, Idris is the founder of the jewelry brand DIDRIS, and he also serves as a (RED)UCATOR, supporting global efforts to fight AIDS and COVID-19.

LOUIS PARTRIDGE

Louis Partridge began his acting career aged 11: he garnered international renown for his role in the Netflix original films Enola Holmes (2020) and Enola Holmes 2 (2022), and as Sid Vicious in the 2022 miniseries Pistol. In 2024, Partridge starred in the Alfonso Cuarón-directed thriller series Disclaimer, and in 2025 featured in Noah Baumbach’s coming-of-age comedy-drama Jay Kelly.

LETITIA WRIGHT

Letitia Wright is a Guyanese-British actor, writer, producer and filmmaker. She gained global recognition and critical acclaim for her portrayal of Shuri in Marvel’s Black Panther (2018), reprising the role in Avengers: Infinity War (2018), Avengers: Endgame (2019), and Black Panther: Wakanda Forever (2022). A BAFTA Rising Star Award winner and NAACP Image Award recipient, Wright also starred in Steve McQueen’s acclaimed anthology Small Axe (2020) earning a Satellite Award nomination. Through her company, 3.16 Productions, she continues to champion bold, purpose-driven storytelling - including her directorial debut Highway to the Moon (2025). Wright will return to screens next year as the Black Panther in Avengers: Doomsday.

LI XIAN

Li Xian is a famous Chinese actor who made his film debut in Feng Shui (2012), which was nominated for Best Film in the Main Competition section of the Tokyo International Film Festival. In 2019, he achieved a major career breakthrough with the hit drama series Go Go Squid!. In 2023, Li Xian played the lead in Meet Yourself, earning a nomination for Best Actor at the 32nd China TV Golden Eagle Awards. In 2024, he received the Actor of the Year award at the China Television Directors Conference. In 2025, he took leading roles in the television series Flourished Peony and In the Name of Blossom, both of which topped multiple streaming platform charts.