

PRADA

Ritual Identities

To celebrate the Prada Galleria, a new campaign directed by Yorgos Lanthimos and starring Scarlett Johansson

The annual campaigns celebrating Prada's emblematic Galleria handbag have become a vehicle for deeper exploration – the Galleria reinterpreted through the distinct filmmaking style of some of the greatest auteurs of twenty-first century cinema.

After last year's Jonathan Glazer short film featuring Hollywood star Scarlett Johansson, in 2025 it is award-winning director Yorgos Lanthimos to reframe the character of both the Prada Galleria and Johansson through his singular cinematic universe, in a motion image campaign that brings together this world-renowned actor and director for the first time.

A reflection of Lanthimos's signature narrative complexity and surrealism, this campaign film is itself a microcosm of a feature movie, like a prototype or blueprint, the plot of a broader story implicit. Within, we experience Johansson enacting complex and mysterious rituals – strange actions, within archetypical settings of modern life. Through these processes, she can become legion – multiple versions of herself appear, renewed and transformed over and over.

Throughout, the Prada Galleria is central – a totem, a talisman, an amulet central to the ritual and the everyday performance of life itself, a vessel for magical change. It reflects the fact that the Galleria itself is ever-changing – reinvented season after season, it is forever shifting. And in as such, this film is an investigation of the fluidity of persona – first of Johansson, then of Prada.

Credits

Creative Directors: Miuccia Prada and Raf Simons

Talent: Scarlett Johansson

Film Director: Yorgos Lanthimos

Campaign Creative Director: Ferdinando Verderi

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BIOGRAPHIES

YORGOS LANTHIMOS

Yorgos Lanthimos is an internationally renowned, five-time Academy Award®-nominated director, producer and screenwriter, and the winner of numerous accolades including a BAFTA Award, a Golden Globe Award, the Jury Prize in Cannes, and the Golden Lion at Venice. Lanthimos's acclaimed filmography includes KINETTA, DOGTOOTH, ALPS, THE LOBSTER, THE KILLING OF A SACRED DEER, THE FAVOURITE, POOR THINGS, KINDS OF KINDNESS and the upcoming BUGONIA. Born in Athens, Greece, Lanthimos began his career directing dance theatre films, in addition to TV commercials, music videos, short films, and theater plays. Outside of filmmaking, Lanthimos is an accomplished photographer having photographed a number of editorials and fashion brand campaigns, and has published two photography books: Dear God, the Parthenon is still broken (VOID) and i shall sing these songs beautifully (Mack).

SCARLETT JOHANSSON

Scarlett Johansson is an American actor, singer, and director. She is the recipient of several accolades, including a Tony Award and a BAFTA Award, as well as nominations for two Academy Awards and five Golden Globe Awards. She made her film debut in the fantasy comedy North (1994) and gained early recognition for her roles in Manny & Lo (1996), The Horse Whisperer (1998), and Ghost World (2001). Johansson shifted to adult roles in 2003 with her performances in Lost in Translation, which won her a BAFTA Award for Best Actress, and Girl with a Pearl Earring. Her albums Anywhere I Lay My Head (2008) and Break Up (2009), both of which charted on the Billboard 200. In 2010, Johansson debuted on Broadway in a revival of A View from the Bridge, which won her a Tony Award for Best Featured Actress and began playing the role of Black Widow in the Marvel Cinematic Universe with Iron Man 2. She received critical acclaim and two Academy Award nominations for her roles in the drama Marriage Story and the satire Jojo Rabbit (both 2019). In 2023, she starred in Wes Anderson's Asteroid City, and in 2025 the director's latest film The Phoenician Scheme. That year, Johansson also made her directorial debut with the drama Eleanor the Great, which premiered at the Cannes Film Festival. This campaign marks the first ever collaboration between Lanthimos and Johansson.