

PRADA

press release

DAYS OF SUMMER

URBAN BEACHES

Beaches, within cities – plains of sand atop skyscrapers, swimming in the air, in impossible contrasts that are distinctly Prada.

The instinctive collisions of attitude at the root of the Prada Days of Summer 2026 collection are expanded through its accompanying advertising campaign, featuring Bella Hadid, Damson Idris, Louis Partridge, and Liu Wen. Photographed by David Sims, each occupy metropolitan islands, individual oases, contradictory landscapes within cityscapes. Sometimes, figures are framed purely within the calm purity of the beach – in others, the city creeps in.

The juxtaposition of different realities echo contrasts within these clothes, where casual mixes with elegance, occasion with undress, metropolitan tailoring with swimwear – hybrids, fusions, amalgams, all characteristic of Prada. Like these images, within these clothes the classic, the known and the loved are reconsidered, through ever-shifting perspectives.

Credits:

Creative Directors: Miuccia Prada and Raf Simons

Talent: Bella Hadid, Damson Idris, Louis Partridge, Liu Wen

Photography: David Sims

Campaign Creative Direction: Ferdinando Verderi

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BIOGRAPHIES

BELLA HADID

Bella Hadid is an American model, actor and entrepreneur. She has appeared on the covers of American Vogue in addition to French, Italian, British, Japanese, Chinese and other international editions. Hadid has also graced covers including V Magazine, POP, and Harper's Bazaar among others. On the acting side, Hadid has appeared in such hit series as FX/Hulu's The Beauty (2026), Paramount's Yellowstone (2024), and Hulu's Ramy (2022).

DAMSON IDRIS

Damson Idris is a British actor of Nigerian descent, born and raised in London. He starred as the lead in the FX hit crime series Snowfall (2017 -2023), also serving as a producer. He also starred in the films Meagan Leavy (2017), Outside The Wire (2021) and Farming (2018), for which he won best performance at the Edinburgh Film Festival. Idris has also guest-starred in the series Black Mirror (2019) and Jordon Peele's reboot of The Twilight Zone (2019). In 2025, he co-starred in the Academy-Award winning movie F1.

LOUIS PARTRIDGE

The British actor Louis Partridge began his 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.

LIU WEN

Liu Wen is a Chinese model with a trailblazing career that has spanned the entire globe. She is the only model of Chinese descent to appear three times on the cover of American Vogue, and in 2024, she became the first model of Asian descent to be featured solo on the cover of French Vogue.

*For further information:
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