

PRADA SPRING/SUMMER 2026 CAMPAIGN

IMAGE OF AN IMAGE

A perspective on Prada. Re-considering the Spring/Summer 2026 Prada collections by Miuccia Prada and Raf Simons, Prada's campaign continues to investigate the very nature of advertising itself, by at once reimagining both the actuality and meaning of the campaign image, the medium and the message.

In work that re-appropriates and re-considers photography – advertising, art, culture – across two decades the American artist Anne Collier has constantly interrogated our relationship with the image, the act of looking and being looked at. For the Prada Spring/Summer 2026 campaign, Collier is asked to execute a specially-commissioned portfolio of images that fundamentally redress our idea of a fashion campaign in the digital age.

Collier's intervention renders the Prada Spring/Summer 2026 campaign as a physical, material object, one to be held, and felt. In each still-life composition, outside hands hold aloft specially-shot imagery of the collection, photographed by Oliver Hadlee Pearch. Like an additional observer, or a reflection of ourselves as onlookers, these images are observed admired, perhaps desired – examining the mechanism of advertising as a medium. In a play on perspective and re-framing, within these lovingly-held photographs Prada pieces are worn by a cast of actors and personalities: the actors Levon Hawke, Nicholas Hoult, Damson Idris, Carey Mulligan and Hunter Schafer, the musician John Glacier, and the model Liu Wen. Their presence and personalities bring another depth and meaning to the photography – a further concept of those observed.

This Spring/Summer 2026 Prada campaign is both a celebration of fashion imagery, and a liberation from it – an outside consideration of fashion framed through fine art, a distinct viewpoint, a search for objectivity. Meanwhile, the exchange between Prada and the work of contemporary artists reflects both a long-held interest and respect between each sphere of creation, and the brand's deep-rooted and ongoing interrelationships with a broader panorama of global culture.

Creative Directors: Miuccia Prada and Raf Simons

Photography by Anne Collier with images by Oliver Hadlee Pearch

Talent: John Glacier, Levon Hawke, Nicholas Hoult, Damson Idris, Carey Mulligan, Hunter Schafer, Liu Wen.

Campaign Creative Direction: Ferdinando Verderi

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TALENT BIOGRAPHIES

JOHN GLACIER

John Glacier is a British rapper, poet and producer, based in London. She released her debut mixtape - described by the artist herself as a 'project' - and titled SHILOH: Lost for Words in 2021, followed by EPs Like A Ribbon and Duppy Gun, as well as a third unreleased EP, Angel's Trumpet. These were followed in 2025 by her debut album, Like A Ribbon, which garnered critical acclaim.

LEVON HAWKE

Levon Hawke is an American actor who first rose to prominence in the Apple TV+ series The Crowded Room in 2023. In 2024 he made his feature film debut in Blink Twice directed by Zoë Kravitz. The same year, he featured in western thriller The Thicket, and in 2025 as part of the ensemble cast of Josh Safdie's Marty Supreme.

NICHOLAS HOULT

Nicholas Hoult is an English actor whose career spans major studio franchises and acclaimed independent cinema. He has collaborated with some of the most respected filmmakers working today, including Tom Ford, George Miller, Yorgos Lanthimos, Robert Eggers, and Clint Eastwood, establishing himself as a versatile and fearless performer across genres.

He rose to international prominence portraying Hank McCoy/Beast in the X-Men franchise and earned widespread critical acclaim for his starring role in Hulu's The Great, for which he received two Golden Globe nominations and a Primetime Emmy Award nomination. His credits include About a Boy, Skins, A Single Man, Mad Max: Fury Road, The Favourite, Poor Things, The Menu, Nosferatu, Warm Bodies, and Superman.

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 movie F1.

CAREY MULLIGAN

Carey Mulligan is a British actress, acclaimed for her work on stage and screen for two decades. She has received various accolades including a British Academy Film Award, nominations for three Academy Awards, four Golden Globe Awards, and a Tony Award. She was appointed Commander of the Order of the British Empire (CBE) in 2025 for services to drama. She has worked with directors including Oliver Stone, Nicolas Winding Refn, Steve McQueen and Baz Luhrmann, and starred in Bradley Cooper's directorial debut Maestro, for which she received her third nomination for the Academy Award for Best Actress in 2024. She will star in Season 2 of Netflix's Beef, and the fantasy film Narnia: The Magician's Nephew directed by Greta Gerwig.

HUNTER SCHAFER

Hunter Schafer is an American actor and artist. In 2019, she made her acting debut portraying Jules in the HBO series Euphoria. In 2021, Time magazine named her to its Next List of 100 emerging leaders who are shaping the future. She has starred in films The Hunger Games: The Ballad of Songbirds & Snakes (2023), Kinds of Kindness (2024), and Cuckoo (2024) for which she was nominated for an Independent Spirit Award for Best Lead Performance.

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Upcoming projects include the A24 feature Mother Mary (2026) and a starring role in the Amazon Prime Video series Blade Runner 2099.

LIU WEN

Liu Wen is a Chinese model with a trailblazing career. In 2017, Liu became the second Chinese model to ever appear on the cover of American Vogue, and in 2024, became the first model of Asian descent to be featured solo on the cover of French Vogue.