

PRADA

press release

PRADA FALL/WINTER 2026 CAMPAIGN

SIMPLE STORIES

The simple, the honest and human, as antidote to the complexity of life. The Fall/Winter 2026 Prada campaign reflects on the women's and men's collection by Miuccia Prada and Raf Simons, their layered meanings and multifaceted realities, in imagery that valorizes the extraordinary within the ordinary. There is an embrace of intimate gesture, of private moments - a consequence afforded to instants immortalized, the multitudes to be observed within.

A fashion vision insistently reframed and recontextualized through the universe of cinema, this campaign expands on a distinct Prada approach, a visual identity and ideology, an evocation of an exchange between creative disciplines. In a Prada vision of cinema, the clothes here become another character, another focus. Scenes of domestic intimacy, of normalcy, are reframed - captured, preserved, given significance - through the lens of director Barry Jenkins. They are brought to life by the actors Chen Haoyu, Kelvin Harrison Jr., Hunter Schafer and Troye Sivan, in still and motion images.

Scenes from life. Like fragments and fractures of implied narratives and alluded personae, each image and film short serves as invitation to further discovery, a provocation. A glimpse into a personal world, to instinctive posture and natural attitude, the gesture of each brings clothes into a rapport with their bodies, an expression of their individuality. At times these are knowing, at other times unaware, questioning the line between actuality and fantasy - to act, or react. In an echo of filmic contrasts, still lives juxtapose with enigmatic portraits, in images that are intentionally quiet, reflective and real.

Creative Directors: Miuccia Prada and Raf Simons

Film Director: Barry Jenkins

Talent: Chen Haoyu, Kelvin Harrison Jr., Hunter Schafer, Troye Sivan

Campaign Creative Direction: Ferdinando Verderi

PRADA

BIOGRAPHIES

BARRY JENKINS

Barry Jenkins is an Academy Award-winning American filmmaker. After his filmmaking debut in 2003, his breakout feature Moonlight (2016) received international acclaim and eight Academy Award nominations in 2017, winning Best Picture, Best Adapted Screenplay, and Best Supporting Actor. His follow-up feature, If Beale Street Could Talk (2018) was also met with plaudits including an Academy Award and Golden Globe. On television, Jenkins directed and executive produced The Underground Railroad for Amazon, which earned seven Emmy nominations, alongside a DCA Award and Golden Globe for Best Limited Series. In 2024, Jenkins made his studio debut with Mufasa: The Lion King, a photo-realistic prequel to Disney's The Lion King.

CHEN HAoyu

Chen Haoyu, a Chinese actress and vocalist, has earned acclaim across stage and screen. Her credits include Tick, Tick... Boom!, a one-woman theater tour of Prima Facie, television dramas I Don't Want to Be Friends with You and The Good Times, and the blockbuster feature Home Coming. In 2024, she became the first post-90s champion of reality series Ride the Wind. The following year, she released her debut solo album A Love Letter to Oneself and launched her first nationwide concert tour in China.

KELVIN HARRISON JR.

American actor Kelvin Harrison Jr. began his career with a role in the 2013 film 12 Years a Slave. His breakthrough came as Travis in the 2017 horror film It Comes at Night, followed by acclaimed performances in Waves (2019), Elvis (2022), Chevalier (2022), and a voice role in Mufasa: The Lion King (2024). He is the recipient of a Screen Actors Guild Award and has been nominated for a British Academy Film Award, Gotham Award, and Independent Spirit Award. Harrison will next star in The Hunger Games: Sunrise on the Reaping, followed by Samo Lives, in which he portrays Jean-Michel Basquiat and also serves as a producer, and Alpha Gang, the Zellner brothers' next feature.

HUNTER SCHAFFER

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), Mother Mary (2026), Kinds of Kindness (2024), and Cuckoo (2024) for which she was nominated for an Independent Spirit Award for Best Lead Performance. Upcoming projects include the Cry to Heaven and a starring role in the upcoming Amazon Prime Video series Blade Runner 2099.

PRADA

TROYE SIVAN

Troye Sivan is an Australian singer-songwriter and actor, nominated for multiple Grammy Awards and a Golden Globe Award. He has been releasing music for nearly a decade, inclusive of three studio albums - Blue Neighbourhood, Bloom and Something to Give Each Other, to international acclaim. As an actor, Sivan debuted with a portrayal of the younger Wolverine in X-Men Origins: Wolverine (2009), and featured in the film Three Months (2022) before his role in the HBO series The Idol (2023).