



# PRADA RE-NYLON

## PRADA RE-NYLON 2026 CAMPAIGN

Value and meaning – the power of knowledge, responsibility alongside creativity. For 2026, the Prada Re-Nylon campaign features actors Benedict Cumberbatch and Letitia Wright in dialogue with the sea, core element of Prada Group's SEA BEYOND project aimed at preserving the ocean through education.

Alongside the campaign images, Cumberbatch and Wright feature in a pair of documentary films by National Geographic CreativeWorks, collaborating with Prada as storytelling partner for the fourth year to explore the real-world impact of the SEA BEYOND initiative across the globe. The films' locales span from Oahu, Hawai'i, to the Izu Peninsula and the city of Kamakura in Japan.

These two documentaries form the focus for the Prada Re-Nylon campaign, Cumberbatch and Wright photographed in these environments, weaving together narratives of film and image. The ocean is placed at the heart of the campaign: in each image, it goes beyond a backdrop, becoming a protagonist in its own right, a constant presence to highlight the cause and effect of human action.

Launched in 2019, the Prada Re-Nylon collection spans both accessories and ready-to-wear. Regenerated nylon produced from the recycling and purification of plastic collected worldwide from landfills, textile fiber waste and the ocean, the collection is created via a process of depolymerization and re-polymerization. The resultant textile is circular and can be recycled, reinvented, and recreated.

The collection fuses innovation with measurable accountability, including a wider and fundamental shift from virgin nylon to regenerated Prada Re-Nylon across all Prada creations. A new fabric brought to the universe of luxury by Miuccia Prada in the 1970s, nylon is representative of the radicalism at the very heart of the brand's creative processes.

As of July 2023, 1% of the proceeds from the Prada Re-Nylon for SEA BEYOND Collection benefit SEA BEYOND, the project by Prada Group conducted in partnership with the Intergovernmental Oceanographic Commission (IOC) of UNESCO. In line with the Group's long-standing commitment to education and culture, SEA BEYOND has, over the years, raised awareness of sustainability and ocean literacy principles, educating young generations around the world.

Knowledge has the power to preserve, to protect, and to inspire perseverance.

**Discover more on [prada.com](https://www.prada.com)**

## **SEA BEYOND**

SEA BEYOND is a project by Prada Group conducted in partnership with the Intergovernmental Oceanographic Commission (IOC) of UNESCO since 2019 to raise awareness of sustainability and ocean preservation, contributing to the progress of ocean education on a global scale through a series of training initiatives for younger generations. Since its debut, the educational program has shared the principles of ocean literacy with more than 35,000 students around the world. Moreover, the “Kindergarten of the Lagoon” project – outdoor education activities for preschool children in Venice – was launched in 2023 to create links between kids and the lagoon ecosystem. While the main focus remains education, SEA BEYOND has recently extended its scope to new areas of focus: support for scientific research, community engagement activities and policy advocacy dedicated to the ocean. The commitment was further reinforced in 2025 with the launch of the SEA BEYOND – Multi-Partner Trust Fund for Connecting People and Ocean, designed to mobilize financial resources from a broad coalition of partners to help restore the relationship between humanity and the ocean. As of July 2023, 1% of the proceeds from the Prada Re-Nylon for SEA BEYOND Collection benefit SEA BEYOND. The list of products in this Collection is available at [www.prada.com](http://www.prada.com). Through SEA BEYOND, Prada Group has also trained its more than 14,000 employees worldwide on ocean literacy principles via VR educational content and the AWorld app, the official platform selected by the United Nations to live more sustainably.

## **BIOGRAPHIES**

### **BENEDICT CUMBERBATCH**

Benedict Cumberbatch is British actor, who has received BAFTA, Emmy and Laurence Olivier Awards and nominations for Academy Awards and Golden Globe Awards. He received an Oscar nomination for Best Actor for his role in Jane Campion’s *The Power of the Dog* (2021), following his first nomination for his portrayal of Alan Turing in *The Imitation Game* (2014). Cumberbatch gained wide recognition for his portrayal of Sherlock Holmes in the series *Sherlock* (2010-2017), and in 2023 Cumberbatch starred in Wes Anderson’s Academy Award-winning short film *The Wonderful Story of Henry Sugar* for Netflix. In 2014, *Time Magazine* named him one of the 100 most influential people in the world, and in 2015, he was appointed a CBE at Buckingham Palace for services to the performing arts and to charity. Since 2016’s *Doctor Strange*, Cumberbatch has starred as Doctor Stephen Strange in features from the Marvel Cinematic Universe (MCU) - he reprises the role in 2026 for *Avengers: Secret Wars*.

### **LETITIA WRIGHT**

Letitia Wright is a Guyanese-British actor, producer and director. She attained global recognition for her portrayal of Shuri in *Black Panther* (2018), winning a BAFTA Rising Star Award and a SAG Award, and went on to assume the mantle of Black Panther in *Black Panther: Wakanda Forever* (2022). Alongside her work in the Marvel Cinematic Universe, Wright has appeared in acclaimed projects including *Small Axe*, *The Silent Twins* and *Aisha*. In 2025, she made her directorial debut with the award-winning short film *Highway To The Moon*, and returned to the stage in the sold-out Bush Theatre production *Not Your Superwoman*. In 2026, Wright makes her National Theatre debut in *The Story* and reprises her role as Black Panther in *Avengers: Doomsday*.