



# PRADA RE-NYLON

## **A STORYTELLING COLLABORATION WITH NATIONAL GEOGRAPHIC CREATIVWORKS STARRING BENEDICT CUMBERBATCH**

### ***STEWARDS OF THE OCEAN: JAPAN***

Benedict Cumberbatch stars in the first of a pair of films created by National Geographic CreativeWorks, Prada's storytelling partner for the fourth year, exploring the Prada Re-Nylon initiative and the SEA BEYOND educational project, conducted in partnership with the Intergovernmental Oceanographic Commission (IOC) of UNESCO.

In the latest evolution of this ongoing documentary, the protagonists travel across the world, seeing first-hand the impact of the SEA BEYOND educational activities, to create the next generation of ocean custodians by contributing to the progress of ocean literacy on a global scale.

Just two hours from Tokyo, the waters around Japan's Izu Peninsula teem with marine life - shaped by powerful ocean currents and dramatic geology that create a uniquely rich and dynamic underwater environment.

For this first film, Cumberbatch meets with Elisabetta Zavoli, photojournalist, award-winning documentary photographer and SEA BEYONDer, Goodwill Ambassador of the project, to explore this site. Elisabetta had the opportunity to learn about the work of Sakana-kun, renowned Japanese ichthyologist, professor, and artist whose program is supported by SEA BEYOND. Each year, the Sakana-kun Exploration Team project helps elementary school children to fall in love with the ocean by engaging them in hands-on activities, workshops, and educational sessions designed to spark curiosity and inspire a deeper connection with marine life.

As of July 2023, 1% of the proceeds from the Prada Re-Nylon for SEA BEYOND Collection benefit SEA BEYOND.

**The debut episode of Prada Re-Nylon is now available 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.

## **BIOGRAPHY**

### **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*.