PRADA

press release

PRADA HOLIDAY 2026 CAMPAIGN

DRAWING PRADA
Animated by Hand

A Prada fantasy, created by hand. The Prada Holiday 2026 campaign draws inspiration from the human core of storytelling at the heart of the holiday season. It invents encompassing fantasies, magical impossibilities created by the anachronistic and romantic technique of hand-drawn illustration, the true protagonist for a series of films and still images.

Starring a new generation of global acting talent – Chen Haoyu, Luther Ford, Kelvin Harrison Jr., Maya Hawke and Sadie Sink – at its heart the Prada Holiday 2026 campaign is a celebration of craft and process. These subjects are embedded in wonderlands of hand-drawn illustration created by artists led by John Pomeroy, a legendary cinematic animator whose eye has helped define some of the leading productions of the past fifty years. Still images and filmic shorts combine real-life action with illustrated animations of whimsical wintertime scenes, situating these contemporary figures in fractured environs of pure imagination, joyful and childlike in their wonder. Photography is by Glen Luchford, its lighting and perspective keyed to mirror the hand-drawn illustrations, a duality of imagery created in harmony.

The tales we tell are passed from generation to generation – they are expressions of human feeling, experience and emotional engagement. Echoing both the charm of old Hollywood and age-old fables, filled with storybook wintertime scenes and whimsical animal characters, the campaign fuses evocative photography with illustrated environments, entirely executed by hand. That sense of touch expresses a fundamental notion of humanity, and a connection with craft that always lies at the very heart of Prada's approach to creation.

Creative Directors: Miuccia Prada and Raf Simons
Photographer: Glen Luchford
Animation direction: John Pomeroy
Talent: Chen Haoyu, Luther Ford, Kelvin Harrison Jr., Maya Hawke, Sadie Sink
Campaign Creative Direction: Ferdinando Verderi

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BIOGRAPHIES

CHEN HAOYU

The Chinese singer and actor Chen Haoyu — also known as Amy Chen — has starred in five films, gaining recognition for her role in the 2018 historical television series Ruyi's Royal Love in the Palace. She has featured in over twenty television series, and in 2025 released her debut album A Love Letter To Oneself. Chen recently concluded the national tour of the Chinese-language production of the acclaimed stage play Prima Facie.

LUTHER FORD

The British actor Luther Ford received international attention when cast as a young Prince Harry season six of the Netflix series The Crown in 2023, while still a student. The following year, Ford joined the cast of Netflix spy thriller Black Doves, and the BBC historical epic King & Conqueror. In 2026, he starred in Apple TV thriller Criminal Record. His first feature role was in Ira Sachs' film The Man I Love, which premiered at the 79th Cannes Film Festival in 2026.

KELVIN HARRISON JR

American actor Kelvin Harrison Jr. began his career with roles in the 2013 movies Ender's Game and 12 Years a Slave. His breakthrough came as Travis in the 2017 horror film It Comes at Night, followed by roles in films including Elvis (2022), Chevalier (2022) and a voice role in Mufasa: The Lion King (2024). In 2026, Harrison features in The Hunger Games: Sunrise on the Reaping. He is the recipient of a Screen Actors Guild Award and a nominee for a British Academy Film Award, Gotham Award and Independent Spirit Award.

MAYA HAWKE

Maya Hawke is an American actor and singer-songwriter. She made her screen debut as Jo March in the 2017 BBC adaptation of Little Women, and gained recognition from her starring role in the Netflix series Stranger Things (2019–present). She appeared in the films Once Upon a Time in Hollywood (2019), Asteroid City (2023), and Maestro (2023). Hawke is part of The Hunger Games: Sunrise on the Reaping cast, due for release in 2026; in 2027, she will star in the feature Wishful Thinking, and in the Netflix limited series adaptation of the novel God of the Woods. As a musician Hawke has released four studio albums, the most recent, Maitreya Corso, in 2026.

SADIE SINK

Sadie Sink is an American actor. She started her career in the theater and rose to prominence for her role in the Netflix science fiction series Stranger Things. Sink has since starred in Darren Aronofsky's psychological drama The Whale (2022), for which she received a Critics' Choice Movie Award nomination and was in the hit Broadway show John Proctor Is the Villain, which earned her a Tony nomination for Best Actress in a Play. In 2026, she made her West End theater debut in Romeo and Juliet, directed by Robert Icke and was in Spider-man: Brand New Day playing Jean Grey. It was recently announced that Sadie will produce and star in the A24 film The Guest based on Emma Cline's best selling novel.