

Prada Fall/Winter 2018 Womenswear Advertising Campaign Film *Neon Dream*

Translating the visual identity of the Fall/Winter 2018 Prada Womenswear Campaign into moving image, *Neon Dream* is a short movie featuring model Amanda Murphy, and starring Hollywood actress Sarah Paulson. Here, Murphy is a mysterious heroine, while Paulson plays multiple incarnations of one character, both women moving constantly through the glowing nocturnal landscape of Las Vegas and its famous Sunset Strip, in an ever-transforming narrative.

Inspired by the distinct visual language of the city, its showgirls and neons, mid-century iconography and totems of Americana, the film situates Murphy in a surreal reflection of the materiality of Las Vegas, envisaged as an oasis of light in a desert of darkness. Although filmed on location, this Las Vegas is nevertheless a fiction, composed of archetypes - red velvet drapes, glittering lights, glowing Technicolor, billboards and convertibles. Reality, reimagined. A neon dream.

In a striking turn, heightening the sense of the dreamlike and hypnagogic, Sarah Paulson features in a cameo role, punctuating the action throughout the film. She plays a series of roles, but each represents a different facet of the same character, a guardian angel figure who reappears again and again like an aesthetic echo. Paulson's reiteration in these different guises - these separate illusions of one self - emphasizes the unreality of the scenes. It also underlines Prada's continual and deep fascination with the multiplicity of roles of singular women, and the constant shifting of personal identity through fashion.

'Wearing Prada has always been an easy way to connect to myself... all parts of me. So to have been asked to be part of this inventive and evocative film, which embraces the multidimensionality of womanhood, was truly thrilling', Sarah Paulson said.

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