

## **Prada Fall/Winter 2018 Womenswear Advertising Campaign** *Ultravision*

Jutting into the night sky above Milan, the extreme architectonic interiors of the Milan Fondazione Prada Torre form the arresting backdrop for *Ultravision*, the latest face of 365 for the Prada Fall/Winter 2018 advertising campaign, the latest reimagining of the Prada woman.

Photographed by Willy Vanderperre in the Torre's spectacular enclaves - its labyrinthine, multi-angled staircases and its glass pinnacle with panoramic views across the skyline of Milan - each image is a heightened experience, radiating both colour, and feminine strength. The cast of models - Mica Argañaraz, Sarah Fraser, Amanda Murphy, Sasha Pivovarova, Amber Valletta, Liu Wen, Kiki Willems, Anok Yai - are reimagined as hyper-coloured Prada heroines, glowing with fluorescence and captured in movement simultaneously elegant and dynamic.

Seen in sequence, these images are fragmented parts of a single storyline - a journey - these women symbolically ascending the Torre's staircases to its peak, and captured in bold, intense colour, glowing on the edge of a dark nightscape.

Incandescent with unreal, extreme and saturated hues, these images - and the women inside them - are part realty, part fantasy.

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