

The new Prada Cinéma eyewear film

18th May, 2017 – A playful homage to the cinematic escape and the transformational fantasies of film take center stage in the exclusive digital film dedicated to Prada Cinéma Spring/Summer 2017 eyewear collection.

The new Prada Cinéma short film presents a deceptively simple story of a day at the movies, but what apparently seems an ordinary escape gives way to an unexpected plot.

The film documents an attempt to capture the pleasures of going to the movies with a delicate sprinkling of cinematic metaphors and whimsical moments of surreal mischief.

The main character is played by the model Giedre Dukauskaitė.

Prada Cinéma digital film, launches today, May 18th at www.prada.com/cinema

The new Prada Cinéma eyewear collection

The new Prada Cinéma eyewear collection stands out with its stylistic blend of sophisticated elegance and contemporary details.

The new sunglasses of the Prada Cinéma collection draw inspiration from the 1960s, reinterpreting the classic rounded shape with a modern twist. The oversized acetate front features thick lines enhanced by the shiny metal upper front profile. The iconic flat metal temples – a key theme of the Prada Cinéma collection – are creatively matched with the acetate tips.

The palette includes a wide range of colour combinations, from classic Black and different shades of Tortoise - Classic, Medium, Orchid, Talc – to the new fresh upcoming delicate nuances of Crystal Nude, Crystal Aqua and Crystal Blue.

The collection is available at prada.com, Prada stores and selected retailers worldwide.