

***Persona*, Prada Fall/Winter 2017 Womenswear Advertising Campaign**

The intertwining of public and private lives, a reflection of our relationship to modern celebrity, the enduring magnetic draw of the movie star, the power of the *persona* of the Prada woman. The new chapter of 365, the second step of Prada Fall/Winter 2017 Womenswear advertising campaign, centres around the actress Jessica Chastain. Enigmatic and ever-changing, seamlessly segueing between fantasy and make-believe, she is the ideal representation of the multi-dimensional Prada woman.

A series of still and moving image portraits, captured on set by Willy Vanderperre, encapsulate Chastain's inimitable *persona*, and the concepts of honesty, simplicity and intimacy integral to the Fall/Winter 2017 collection. The images blur the line between the real and imagined, juxtaposing classic monochrome portraits with shots that betray the construct of the image - the edge of a backdrop, the workings behind the perfection. It debunks the mythology, inviting rational self-reflection. It emphasises the reality behind the fantasy, showing the different *personae* of both Chastain, and of the contemporary fashion image.

These different portraits in turn reflect different facets of Chastain's own personality - public and private, inward and outward, her different incarnation, different identities - different *persona*. As a great actress, Chastain's talent lies in the fact she can constantly reinvent herself anew, whilst also maintaining her own distinct self.

Reflecting both the fiction of Jessica Chastain's roles, and the fantasy of fashion, these images paradoxically represent both a search for truth and its discovery. It is found here in a reflection of Chastain not as a character, but as herself. Her own multi-faceted *persona*, recognisable in all her assumed identities. She is always and never the same.

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