

PRADA LINEA ROSSA SPRING/SUMMER 2020

THE DIGITAL CAMPAIGN

Reading between the lines. The Prada Linea Rossa Spring/Summer 2020 campaign adopts another line of communication, another symbolic connector. An enigmatic language this time, exclusive yet universal: Morse Code. The campaign converses with its audience knowingly yet undetected, with secret messages coded visually into every image.

Morse Code communicates encoded messages via dots and dashes -punto and linea in Italian - used for highly confidential materials. Here, the hyper technical code is translated into an entirely new alphabet for the everyday, defined by a streamlined sequence of Linea Rossa. Inspiration is drawn from real life: these new characters are used to create real messages, used to speak a new language for and to the Linea Rossa community. They underscore the images of, and thoughts and feelings behind, the Linea Rossa Spring/Summer 2020 campaign.

Simple yet complex, simultaneously hidden and highly visible, the Linea Rossa Code features over every image - an immediate visual tie to the graphic demarcation that defines the brand, but with a deeper meaning. Secret layers and messaging, of belonging to the Linea Rossa.

The images themselves are fragments of a larger whole, like pieces of a narrative - snapshots of Linea Rossa in life, united by the essential act of communication between people.

They highlight different means of dialogue, different lines of thought.

Translated, these Linea Rossa missives could be revelatory or contradictory, technical or factual - and every message can be deciphered by the audience.

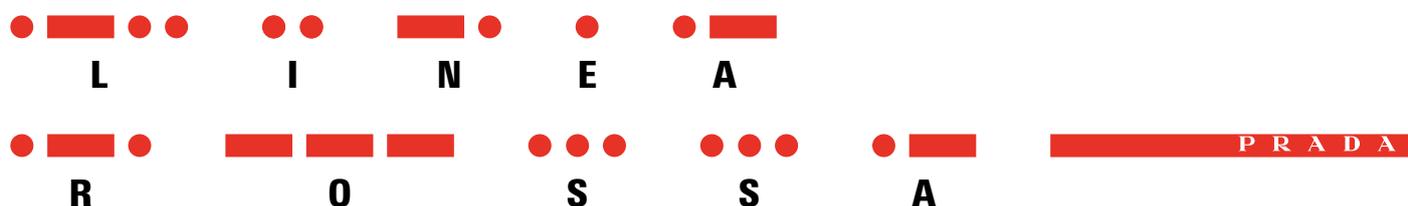
Like the clothes themselves, through the Linea Rossa Code, technical means define an alphabet, a vocabulary, a conversation between the brand and audience, communicating to all, fully understood by those who know.

Every Linea Rossa has a function, a significance. They mean something.

Campaign credits:

Creative Direction: Ferdinando Verderi

Photography: Timur Celikdag



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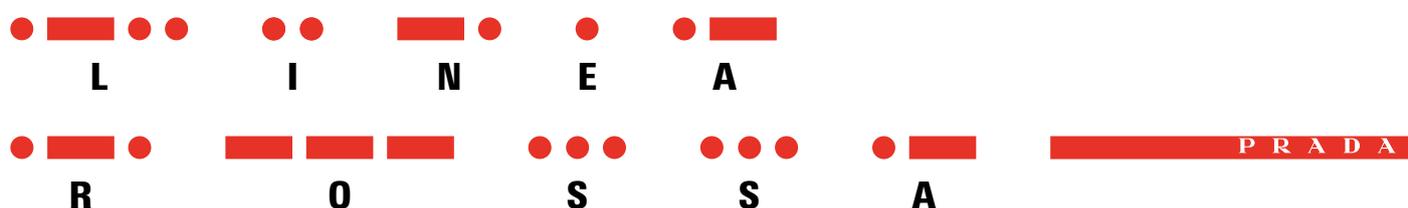
THE COLLECTION

For Spring/Summer 2020, Prada Linea Rossa draws on uniforms without uniformity, timelessly functional styles rendered modern through technical treatments and innovative fabrics. Debuted as part of the Prada Spring/Summer 2020 menswear collection at the East Bund of Minsheng Art Wharf, in the city of Shanghai, the collection is offered for both men and women. Its appeal and utility are universal - applicable for all genders, ages, times and places.

Inspired by an abstract notion of exploration - of curiosity, pioneering - the collection transports materials and styles between different universes of function and aesthetics, cross-pollinating and transforming. The classic sahariana jacket is reinterpreted and reimagined, with new proportions and finishes - entirely modernized. Executed in technical heat-sealed canvas, light and unlined with PVC taped interiors, the expansion pleat of the sahariana jacket's bellows pocket is configured into a three-dimensional box, a soft structure of arresting volume that reconsiders the silhouette. It becomes a core style for men and women, considered in traditional khaki and pop color: pale blue, lilac and pink, multiple tones color blocked boldly, with bolts of red visually echoing the Linea Rossa.

Technologically-groundbreaking lightweight fabrics give consideration to interaction between garment and body, between textile and skin, protecting from the elements and perspiration. Again, heat sealed and fused seams replace stitching, ensuring heightened elemental resistance. The Prada Tela Tecnica, a wind and water resistant canvas, is used throughout, for outerwear that is strong yet lightweight, allowing the body to move and breathe inside. Garments are body-conscious in both style and materiality. Silhouettes play with abbreviated lengths through varied shorts and cropped trousers, brief tops, and contrasting volume, exaggerated by pocket detailing.

Inspiration is drawn from the world of skiing and snowboarding, fused with urban streetwear and evolution, garments suitable for all terrain. Details are drawn from high-performance sports and utility garments: zippers, mesh inserts, drawstrings and straps, function becoming a form of modern decoration, yet each used with intent and purpose. Bermuda shorts define an energetic, dynamic silhouette: the Linea Rossa, ever present, demarcates horizontal and vertical axes, underscoring construction lines.



Featherweight Nylon Accoppiato Light is used to create fluid, pliant garments: here, the collection's signature three-dimensional pocket is softened and deconstructed through the flexible textile. A sequence of garments can be compressed and concealed within belt-bags, emphasizing the tensile strength and paradoxical delicacy of the nylon fabric. Techno bistretch knit in graphic black or chromatic yellow, red and blue move with the rhythms of life, allowing full 360 degree mobility through elastic fibres.

#PradaLineaRossa

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