

PRADA LINEA ROSSA EYEWEAR 2021 CAMPAIGN

Prada presents the second chapter of Prada Linea Rossa Eyewear campaign in collaboration with the new generation sailors of the Luna Rossa Prada Pirelli team, winner of the Prada Cup.

In the campaign images, the intensity of human resolve is translated in a visual projection of the challenge, the subjective viewpoint of the sailors leads the spectator to the most ambitious goal, the conquest of the America's Cup.

Blending a contemporary aesthetic with technological excellence, the new glasses from Prada Linea Rossa Impavid collection take inspiration from the world of sailing and are engineered to offer functionality and high performance in any weather conditions.

The new Prada Linea Rossa Impavid collection includes two sunglasses (SPS03X, SPS02X) and an optical frame (VPS04N).

The first sunglasses (SPS03X) are defined by a dynamic and wraparound design, the ultra-lightweight nylon frame features the signature red detail on the front bar and the rubber inserts inside of the temples, guaranteeing adherence to the face and a comfortable fit.

The active attitude defines the second sunglasses, the essential yet dynamic design is enhanced by the wraparound frame and the perforated temples.

Lastly, the optical frame (VPS04N) speaks of modernity and technical innovation with its clean design featuring sharp profiles and rubber details, combined with perforated temples.

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