

PRADA LINEA ROSSA FALL/WINTER 2023 CAMPAIGN

Rooted in action, grounded in reality, the Prada Linea Rossa Fall/Winter 2023 campaign underscores the season - framing high performance clothes fundamentally shaped by winter sports within the dynamic dreamscapes of mountain panoramas.

Filmed and shot by Kris Lüdi in the valley of Engadin, Switzerland - and soundtracked by a poem in its Romansh language - the campaign collides distinct and diverse realities.

The traditional meets the contemporary, analogue juxtaposed with digital, and the actual mingles the imaginary. In the dreamscape of Engadin, contemporary snowboarding sits alongside skeleton bobsleigh and speed skating, drawn from a past yet recontextualized for now; classical music progresses to modern grime, sharp digital footages intercut with grained film. The past here can become the present - reinvigorated and rethought through the spirit of now.

These shifts and fusions epitomize the approach of Prada Linea Rossa - its ethos of metropolitan clothing, invented from the meeting-point of fashion and sport. A collision of different realities, new dreams.

COLLECTION

The Fall/Winter 2023 collection reasserts the distinct DNA of Prada Linea Rossa - tracing the line back to 1997, and the label's founding. Always inspired by the human body, and the duality of the demands of movement married to the technical possibilities of advanced textile developments, this collection pushes the trademarks of Prada Linea Rossa to their peak. Multi-functional materials are essential, combining paradoxical qualities to create garments engineered for the ever-changing needs of modern life: waterproof alongside breathability, lightweight yet strong, heat-sealing in place of stitching, alongside hand-worked details that combine extreme technicality with humanity.

Anatomical piqué knits delineate the form, placing it always at the core - executed in the label's signature black, white and grayscale color palette, highlighted with green and red, and flashed with the rubber Prada Linea Rossa emblem.

Innovative Prada fabrications push boundaries, mimicking the needs of the living, breathing body. Regenerated Re-Nylon can be ceaselessly recycled, while the exclusive Prada Extreme-Tex in two weights offers antistatic, antibacterial and thermoregulation properties via a unique graphene membrane. These are presented alongside Woolmark-certified Australian Merino wool, metal and chlorine-free, renewable and biodegradable - its inherent qualities of air-flow and elasticity presented as a 100% natural 'techno-fiber.' Throughout, breathability, mobility and practicality are core tenets.

Accessories outline their sporting origins. One of the most iconic pieces of the Prada Linea Rossa lexicon, the America's Cup sneaker - originally designed for the Luna Rossa crew in the 1990s - is reimagined with new materiality and colorways, in both laced and double-strap styles. Prada Linea Rossa also presents both snow goggles and a snow helmet, engineered for winter sports performance. The innovative ergonomic helmet features MMS technology (Modular Brim System), creating the perfect helmet and goggle integration, while the rimless lens of the goggles blend performance, comfort and peripheral vision. In addition, the eyewear offering is expanded, proposing wraparound shield styles with nylon fiber frames, featuring air-ventilation details to aid air-flow and prevent fogging.

#PradaLineaRossa

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