

## PRADA HOLIDAY 2023 CAMPAIGN PRIVATE SPHERE

A moment of serenity, a private celebration, a personal playground. The Prada Holiday 2023 campaign expands the magic inherent in the holiday season through the fantasy of an impossible voyage, a journey in your own sphere.

Photographed by Willy Vanderperre, this campaign captures four world-renowned stars – Maya Hawke, Damson Idris, Louis Partridge and Kim Tae-Ri – playing themselves, in their own bubbles. This notion is literal as well as ideological: each is seated in a glistening bauble, a perch that becomes, in turn, a flying pod or a personal shuttle, a metaphorical vehicle to navigate individual imaginary destinations.

Illustrating the imaginary, behind every individual a fantastical space-scape fuses the past with the future, memory with expectation. The checked marble floor of the historic 1913 Prada boutique located in the Galleria Vittorio Emanuele II, in Milan, runs into a galactic horizon, a panorama of deep space drawn from telescope imagery, sparkling with stars. Like imagining the contents of a gift ready to be unwrapped, here you anticipate a whole galaxy ready for exploration.

Both introvert and extrovert - staying in while travelling, in your head, to the furthest reaches of the universe - an imaginary 'private sphere' is the ultimate in escapism. In your mind's eye, it allows you to boldly go where you have never gone before, without going anywhere.

### *Credits:*

*Talent: Maya Hawke, Damson Idris, Louis Partridge and Kim Tae-Ri*

*Photographer: Willy Vanderperre*

*Creative Direction: Ferdinando Verderi*

### *ABOUT THE TALENTS*

#### *MAYA HAWKE*

*The American actor and singer-songwriter Maya Hawke debuted in 2017 in the BBC miniseries adaptation of Little Women. Her break-out role was that of Robin Buckley in the third season of Stranger Things – the same year, 2019, she also starred in Quentin Tarantino's Once Upon a Time in Hollywood. In 2020, she featured in starred in Gia Coppola's sophomore film, Mainstream and in 2023 appeared in both in Bradley Cooper's Leonard Bernstein biopic Maestro, and Asteroid City, directed by Wes Anderson. She has also released two albums, Blush (2020) and Moss (2022).*

# PRADA

## *DAMSON IDRIS*

*British-Nigerian actor Damson Idris is a fast-rising talent feted for his emotionally-complex portrayals. He starred in six seasons of the FX crime drama Snowfall, alongside a number of big-screen projects. His first film project was the British thriller City of Tiny Lights (2016), and he then starred in Farming, a semi-autobiographical story of British-Nigerian actor Adewale Akinnuoye-Agbaje. He played the co-lead in the 2021 Netflix sci-fi action film Outside the Wire.*

## *LOUIS PARTRIDGE*

*Louis Partridge is a British actor, best known for his roles in the Enola Holmes franchise (since 2020) and as Sid Vicious in Danny Boyle's Sex Pistols miniseries Pistol (2022). He made his acting debut aged 11 in the 2014 short, Beneath Water, and initially garnered recognition for his role as Piero de Medici in the historic drama series Medici.*

## *KIM TAE-RI*

*South Korean actor Kim Tae-Ri made her feature film debut in Park Chan-wook's The Handmaiden (2016), garnering international plaudits and multiple awards including Best New Actress at the Blue Dragon Film Awards, Director's Cut Awards, Buil Film Awards, and Busan Film Critics Awards. In 2017, Kim starred in 1987 and In 2018, Kim headlined the Korean film adaptation of the manga series Little Forest - the same year, she made her television debut in the acclaimed melodrama Mr. Sunshine. In 2021 she starred in the first Korean space blockbuster Space Sweepers, which debuted at number one on Netflix in over 16 countries and in 2022, she featured in the tvN television drama Twenty-Five Twenty-One - the same year she also starred in Alienoid. In 2023, she featured in starred in SBS television drama Revenant.*

#PradaHoliday

#PradaGifts

*For further information:*

*Prada Press Office*

*corporatepress@prada.com*

[www.prada.com](http://www.prada.com)