

PRADA

press release

Prada Fall/Winter 2018 Womenswear Advertising Campaign *Neon Dream*

Cinematically framed against the always-illuminated Las Vegas night, immersed in pure colour, Amanda Murphy is the protagonist of *Neon Dream*, the new chronicle of 365 for the Prada Fall/Winter 2018 Womenswear Advertising Campaign.

A shimmering avatar amongst a lightscape that intermingles the clichés of Vegas with signs and signifiers drawn from the universe of Prada - emblazoned across both the night sky and her own body - Murphy herself becomes a luminous representation of Prada. Centre-screen, she becomes another neon symbol in a city composed of hyperreal reflections of actuality, captured by Willy Vanderperre. Exuberant fluorescent pink, red, and orange contrasts with the inky blue-black skies in blurred, impressionistic vistas of Las Vegas - images that, ultimately, represent an idea of the city, a mirage, an ideal. Throughout, this woman's personality and power shines through - she is a woman in the night but in control, unafraid. The reality controlling the dream.

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