

Prada reveals new digital campaign for the re-launch of Prada Linea Rossa

Prada reveals a new digital campaign to announce the new Prada Linea Rossa collection. Prada Linea Rossa has always been marked with the distinctive red stripe logo that first made its appearance in 1997. The flash of red revealed at the edge of a cuff or the back of a heel was a cultural icon of the era, and unmistakably contemporary in tone.

In a new digital video series developed under the creative direction of Michael Rock/2x4 New York, directed by Arisu Kashiwagi, and styled by Lotta Volkova, this classic, svelte Prada Linea Rossa logo springs to life and assumes the role of protagonist, leading characters Daan Duez, Kris Grikaite, Taemin Park and Anok Yai into the heart of extreme settings filled with stylized red stripe sun rays, rain drops, wind streaks, and snow flakes. The all-weather, four season Prada Linea Rossa ecosystem is an enveloping world where sport and fashion overlap. The adventurers face the graphic elements with élan, weaving in and out as the animated red strokes roll and ripple away from their weatherproof outerwear.

The sensual yet sporty mood of Prada Linea Rossa is reanimated, in bold shapes and indelible tones. While the exuberant, florescent energy of the 90s is alive in these clips, the spare, tightly wound soundtrack by composer Joe Johnson, and the bright, dynamic animations, inspired by the frenetic language of video games and animé where the graphic and live action overlap, lend the campaign an unmistakably contemporary tone. These characters live in the digital world. Prada Linea Rossa is back and infused with the energy of the moment.

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