

PRADA MENSWEAR SPRING/SUMMER 2019 'HYPERCOLOR UNREALITY'

Immersed in super-real saturated color and digitized print, the new Prada 365 chapter showcases the Prada Spring/Summer 2019 menswear collection bathed in and overlaid with psychedelic multicolor, a kaleidoscopic reworking.

Against a backdrop, drawn from the hyper-modern environment of transparent acrylic that encased the Spring/Summer 2019 venue in Milan, the imagery glistens. Its focus on fragmented details, on extreme angles and dimensions, adds to a feel of the chimerical and illusive, a trance-like state of mind. This contrasts with the slick, streamlined modernism of the clothes, keyed close to the form and expressive of the collection's dynamic twin catalysts: youth and movement.

Simultaneously a heightened actuality and a fantasy, expressive of both materiality and a synthetic dream-world, these images pull their inspiration from the vibrant prints and strident hues of the clothes themselves, projecting them out into the space they occupy. The clothes become a prism, recoloring the world around them while changing its perspective. These images are a total immersion in Prada.

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