

## **PRADA LINEA ROSSA FALL/WINTER 2021**

### **BEYOND THE LINE**

The red line of Prada Linea Rossa can be traced to its origins in 1997: born from action, crafted by the lived experience of athletes. Its iconographic power is immediate - an ability to be universally understood both as a brand signifier and a metaphorical symbol. At once, the red line has become the most direct brand mark and the most meaningful gesture. The Fall/Winter 2021 Prada Linea Rossa campaign brings to life the inherent call to action the red line implies. It is an invitation to cross the line and go beyond.

In a game of mind as much as body, Prada Linea Rossa is founded on a line that symbolizes a goal to reach, a horizon to expand, and the limit we must strive to surpass. In true Prada style, it's not about the line, it is about what's beyond it.

For Fall/Winter 2021, that Linea Rossa ideology inspires a campaign dedicated to going beyond the line - aspiring to surpass and transcend, pushing yourself further in every task. Here, the emblematic Linea Rossa red line, present on every Linea Rossa piece, becomes a representation of excellence.

Captured by Hugo Comte, the Beyond the Line campaign stars are drawn from the universes of sport and dance - basketball, ballet, skate and parkour - from the four corners of the globe. These talents represent a lineage of achievement, their movements blurring the line between art and athletics in dynamic action around the graphic Linea Rossa.

The Linea Rossa here is both metaphorical and physical, literal and symbolic - it represents the point of achievement, a personal best. What we strive not only to reach, but to exceed. And it reflects the philosophy of Prada Linea Rossa, designed to allow the wearer to push their own limits - to go beyond.

Prada Linea Rossa has always been innately tuned to the demands of high-performance sporting endeavour, translated to daily life. For 2021, the original sneaker dedicated to the America's Cup, first created for the Luna Rossa team, is relaunched. The iconic and original design – sole, silhouette, and dual fabrication of textile and leather – remains; the laced version is offered in three colors – black, white/silver, baltic blue/silver - while the strap version comes in white/silver and red/silver.

Credits:

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#PradaLineaRossa

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