

PRADA

PRADA JOINS RIDERS REPUBLIC® One of a kind project in partnership with Ubisoft

Milan, February 8, 2022 - In the latest example of its continuous exploration of – and interaction with – new and evolving scenarios and cultural languages, Prada is joining forces with Ubisoft, a leader in the gaming sector and creator of worlds and original entertainment experiences, to integrate Prada Linea Rossa into the outdoor sports playground of Riders Republic®, starting February 8th.

Riders Republic® invites players to a massive multiplayer playground where they can experience the thrill of outdoor sports in the magnificent American National Parks. Players will connect, compete and slay tricks through an exciting range of sports such as biking, skiing, snowboarding, wing suiting and rocket wing suiting. This provides a new platform for Prada Linea Rossa, where influences drawn from the world of technical sportswear are blended with streamlined silhouettes to redefine the idea of modern luxury, and high-performance urban designs are crafted using innovative technologies and textiles, which are translated into the virtual world of Riders Republic®.

As a result of this pioneering partnership, each player will be able to customise its character by choosing Prada Linea Rossa outfits – The Flame, Wild Stripes and Camouflage Rock – and sports gear – skis, a snowboards and bikes – created especially for the game by Prada.

Starting February 8th, players will be able to explore the Riders Republic® social hub with some areas bedecked with Prada Linea Rossa colours and immerse themselves in a new themed experience. Players will also be able to obtain some exclusive outfits by competing in the Shackdaddy Bandits weekly challenges, by completing contracts from the in-game Prada sponsor program or by challenging their friends in a permanent event entitled ‘Prada Beyond The Line’, one of many special in-game activations.

#RidersRepublicXPrada

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