

APPAREL AND ACCESSORIES

## Prada debuts Lunar Year Capsule with documentary following top Chinese model home

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*Prada traces model Chun Jin in her journey home bedecked with Prada products to meet family members for Chinese Lunar Year. Image credit: Prada*

By STAFF REPORTS

Italian fashion label Prada has launched a new campaign to celebrate the Chinese Lunar New Year with top model Chun Jin and her family members recording the traditional reunion in a documentary.

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The 60-second-long film captures Ms. Chun on her journey back home decked out in Prada gear, apparel and accessories. The journey to come back home and stay with the family is at the heart of the Lunar New Year.

Prada's campaign is meant to promote its [Lunar Year capsule collection](#).



*Still from the Prada Coming Home - #CNY campaign. Image credit: Prada*

### Home run

The iconic Prada triangle logo is reinterpreted in red on a selection of items. The capsule collection offers exclusive ready-to-wear, bags, footwear and accessories for men's and women's available in selected Prada stores

worldwide and on prada.com starting this month.

Prada's Lunar Year capsule collection is deftly women into the film.



*Still from the Prada Coming Home - #CNY campaign. Image credit: Prada*

As Prada's documentary shows, after many months spent away, Ms. Chun prepares to pause from mundane life, return to her hometown in China to re-connect with her family and celebrate in the most memorable way this time of the year.

During the trip, childhood memories arise and materialize through the eyes of Ms. Chun: the physical journey itself is a way to underline the importance of sharing unforgettable moments and gifts with the beloved ones.

Once, there is a sense of joy all around. The Prada [#LunarNewYear](#) collection items selected for each family member become objects of unspoken love by expressing emotion through the subtle ways favored by the model's culture, per Prada.



*Still from the Prada Coming Home - #CNY campaign. Image credit: Prada*

The film then shows how, on the eve of the New Year, following the tradition, Ms. Chun and her family start decorating their home, preparing recipes and gathering around the table for the feast.

Fireworks are lit later that night and the sparkles heralding bright thoughts for the year ahead.



*Still from the Prada Coming Home - #CNY campaign. Image credit: Prada*

Sam Sun directed the film, Luo Yang handled photography and Ferdinando Verderi was creative director.

"I was born and spent my childhood on an island. based [sic] on this story, @prada shot they [sic] Chinese New Year campaign. Thanks to the whole team for taking me and my family back to the good old days again, best new year gift," Ms. Chun said in an Instagram post.

*Prada Coming Home - #CNY Campaign*

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