

APPAREL AND ACCESSORIES

Prada releases sailing-inspired eyewear campaign

March 4, 2021



The campaign captures the Luna Rossa Prada Pirelli sailing team as it prepares for the America's Cup. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian fashion brand Prada has presented the second chapter of its Linea Rossa Eyewear campaign in collaboration with the Luna Rossa Prada Pirelli sailing team, winner of the Prada Cup.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Through campaign imagery, the audience is led through a visual projection of the sailors' viewpoints as they work to attain the America's Cup. With the new eyewear collection, Prada has aimed to blend a contemporary aesthetic with technological quality.

Prada sails

The Luna Rossa Prada Pirelli sailing team is made up of 21 men, including the coach. A new generation of 10 young sailors have been added to the team's roster and have the opportunity to work alongside 10 experienced sailors inside the team.

Prada Linea Rossa Eyewear 2021 Campaign

Prada has significantly strengthened its relationship with the sailing world since becoming the naming and presenting sponsor of the 36th edition of the America's Cup.

Having clinched a 7-1 victory over INEOS Team U.K. thus winning the Prada Cup, Luna Rossa Prada Pirelli will face the America's Cup defender Emirates Team New Zealand this month. Luna Rossa Prada Pirelli will represent the Circolo della Vela Sicilia yacht club in the challenge scheduled from March 6-21, 2021 in Auckland, New Zealand.

To celebrate the upcoming feat, the Prada Linea Rossa Impavid eyewear collection takes inspiration from the world of sailing, and is engineered to offer functionality and high performance in any weather conditions.

At the beginning of January, Prada released a business update for 2020, implying the company overcame some of the challenges of the pandemic with a recovery in sales in the second half of the year. Despite the impact of store closures, which affected 9 percent of its business, Prada saw retail sales rebound to hit 2019 levels in the month of December ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.