

APPAREL AND ACCESSORIES

## Prada balances art, animal conservation in Lunar New Year project

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Chun Xia (left) and Li Yifeng (right) for Prada's "Action in the Year of the Tiger" campaign. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Prada** is raising awareness about animal conservation as part of its Year of the Tiger celebrations.

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To mark the Lunar New Year, Prada is launching its "Action in the Year of the Tiger" initiative. Tigers are the largest living cat species and are endangered, largely due to habitat destruction and poaching.

Leaping into action

Prada's initiative spans a campaign, art project and charitable contribution.

For the campaign, the brand enlisted award-winning actors Li Yifeng and Chun Xia. Photography was by Liu Song and video was by Shi Kangning, with creative direction by Ferdinando Verderi.

[View this post on Instagram](#)

A post shared by Prada (@prada)

*Pieces featured in the Action in the Year of the Tiger campaign*

In the still images and video, Mr. Li and Ms. Xia pose in a dramatic red space while wearing pieces from Prada's spring offerings in a festive color palette of red, black and white.

The Prada logo has also been given a temporary update, transformed into a tiger icon by incorporating classic Chinese artistic techniques.

As part of the project, Prada is also inviting art students under the age of 30 to submit their own interpretation of the tiger in a range of media. The contest will be judged by artists Liu Ye, Lu Yang and Goshka Macuga, and winners will be featured in special projects throughout the year.

Finally, Prada is making a donation to China Green Foundation's "Walking with Tiger and Leopard" program, which supports the conservation of the Siberian tiger. The program increases awareness through education, high-tech animal monitoring and is working to create an "Eden of Big Cats."

Lunar New Year activations are an opportunity for luxury labels to directly engage with discerning consumers in China and other valuable Asian markets. More brands, including Prada and Gucci, are embracing more universal themes for wider campaign reach ([see story](#)).

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