

APPAREL AND ACCESSORIES

Prada taps Tom Holland to showcase spring/summer 2022 collection

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Tom Holland for Prada. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian fashion label **Prada** has called on a superhero to promote its spring/summer 2022 collection.

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British actor Tom Holland is showcasing the menswear collection by Miuccia Prada and Raf Simons in a series photographed by David Sims. Although best known for saving cities as Spider-Man, Mr. Holland's role this time around is that of the modern Prada man.

Spider-Man in Prada

Mr. Holland has landed starring roles in films including *Uncharted*, *Spider-Man: No Way Home*, *Onward* and more.

In the new Prada campaign, Mr. Holland takes on his most endearing role yet: himself. Mr. Sims captured the actor vacillating in a range of genuine emotions from coy and confident to earnest and pensive.

Tom Holland dresses himself up and down in new Prada pieces

The intimate photo series captures the actor in several of the collection's looks, including a red leather biker jacket, a ivory short printed cotton jumpsuit and trousers.

The collection aims to celebrate freedom and individuality, melding disparate colors, materials and styles centered on a theme based on the marine world. It also features additional jumpsuits, the leather biker jacket in disparate colorways and other pieces.

The Prada Group sustained its growth from the first half of 2021, with annual revenue up 8 percent from 2019.

Prada recorded revenues of 3.364 billion euros, or about \$3.811 billion at current exchange, for the full year of 2021. At constant exchange rates, this is up 41 percent year-over-year, with strong growth in both retail and ecommerce channels ([see story](#)).

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