

APPAREL AND ACCESSORIES

## Prada People range from ambassadors to Hollywood's top talent

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"Prada People" opens with Academy-Award winner Rami Malek exiting a car, greeting a crowd, and posing in a green-striped Prada shirt. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian fashion house Prada is spotlighting its "Prada People" some of Hollywood's most talented stars.

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A short film shows the popular figures, from Academy Award winning actors to world champion athletes, jubilantly visiting the Prada spring/summer 2023 show space. While fashioning Prada looks themselves, the stars also observed a presentation of the new menswear collection.

Strut, sit, take it in

Prada held this event showcasing the spring-summer 2023 collection in Milan. The event was presented by designers Miuccia Prada and Raf Simons.

"Prada People" opens with Academy-Award winner Rami Malek exiting a car, greeting a crowd, and posing in a green-striped Prada shirt.

*The Prada event in Milan saw several stars in attendance*

Other stars also trickled in, including brand ambassador, American actor Jake Gyllenhaal. Last year, Mr. Gyllenhaal starred in the brand's latest fragrance effort ([see story](#)).

Scottish actor Ncuti Gatwa, who recently was named the next star of the popular television show "Doctor Who" also arrived smiling and taking photos with fellow spectators.

Because fashion can always be a loving affair, American actress Gabrielle Union arrived with her husband, NBA world champion, Dwyane Wade, both sporting Prada tank tops. NFL star Odell Beckham Jr. Was also in attendance.

Shots of the presentation then permeated, with models displaying leather jackets, denim jeans and more.

As a strong rock soundtrack plays in the background, more footage of the event unfolds with American actor Jeff Goldblum making an appearance. Mr. Goldblum walked in a Prada fashion show at the beginning of the year ([see story](#)).

From ambassadors to fans of the brand, every person in attendance looked engaged and open to the future of Prada.

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