

APPAREL AND ACCESSORIES

Prada taps stars in an ode to oration for fall/winter 2022 campaign

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Kendall Jenner is cast among a powerful group of women for Prada's fall/winter 2022 campaign. Image credit: Prada

By AMIRAH KEATON

Italian fashion house Prada is pushing boundaries with its fall/winter 2022 campaign.

New assets reveal additional layers in Prada's progressive story. Captured by British fashion photographer David Sims, a series of juxtaposed black-and-white portraiture and colored still life images put cross-generational stories and the nuances of women's personalities and identities on display.

"I love the Prada Stories campaign imagery this season," said Scott Shapiro, fashion editor, stylist and editor-in-chief of *Phosphenes*, New York.

"The straightforward, clean portraits allow the sleek yet dynamic collection to shine, while the brand's ability to involve subjects' own stories adds a layer of depth not usually seen in fashion advertising," he said. "The simple, pristine photography and graphic design styles truly stand out when flipping through a magazine or scrolling on social media."

"I also think it's a smart idea to attract viewers to explore the collection and stories further online, ultimately adding more visibility to the FW22 collection as a result."

Mr. Shapiro is not affiliated with Prada, but agreed to comment as an industry expert.

Communicating reality

In "Prada Stories," Mr. Sims seamlessly captures the contrast between campaign protagonists and the inanimate objects that comprise their journeys.

Creative director Fernando Verderi brings brand fans an elevated, inquisitive analysis of the women behind the wondrous label. Stars don Prada's new collection while dwelling on their pasts in the fall/winter 2022 campaign.

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Prada Stories campaign video stars South Korean model Sara Choi

The series' latest release follows South Korean model Sara Choi's mysterious revelations, as she explains her desire to shapeshift against an ethereal soundtrack and the distinctive ding of a typewriter.

"I want to be cat [sic]," she muses.

Ms. Choi goes on to detail her awe-struck affect towards the animal, based on its ability to do whatever it desires. The visual of a cerulean feline fills the frame as the model, dressed intelligently in a head-to-toe black look from the designer, paces through the space.

Accompanying campaign imagery invites the viewer in using a unique artistic effect: while the shot's subject maintains a three-quarter pose, she makes eye contact with Mr. Sims' lens, in a nod towards a now-classic configuration considered daring upon inception for the women that took part (*la Mona Lisa*).

As compared to an averted gaze typical of women in dated depictions, a direct stare challenges both the male gaze and traditionally feminine norms.

With this exhibition, perhaps Prada makes an ethos-driven point.

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The latest Prada Stories campaign imagery

Additional campaign imagery embraces the likes of model-socialite Kendall Jenner and breakout talent Hunter Schafer.

"I think Prada as a brand has always nailed their campaign stars, helping to define the Prada woman as someone who is multifaceted and could identify with a variety of different subjects," Mr. Shapiro said.

"The brand also evolves and adapts over time, while maintaining its strong codes, with past stars like Daria Werbowy or Gemma Ward embodying a Prada woman of a certain era," he said.

Prada's new campaign offers a window into the lives of esteemed women with ease, radiating an ethos that distinguishes the brand from others present across its family-owned portfolio.

"Currently, subjects like Hunter Schafer, Lina Zhang, and others perfectly fit the brand's modernly sophisticated direction, taking Prada further into the future."

Prada's evolution

Recent events at the Prada Group have proven that, for now, the brand's only constant is change.

As rumors swirl regarding a potential bid to go public, the brand's flagship is upping its ante. Launched on Aug. 11, the new Prada Beauty Instagram account and website invite consumers, innovators and creatives to develop new possibilities within the beauty space. To garner excitement for the launch, the brand posed questions to its Instagram followers about what beauty means to them and how they can use beauty to invent and express themselves ([see story](#)).

Meanwhile, Prada's younger, more playful sister, Miu Miu, is growing up and doubling down on an inclusively intellectual approach to luxury in its own fall/winter 2022 collection materials. Actor Sydney Sweeney, model Emily Ratajkowski and others front the aptly titled "Character Story" campaign ([see story](#)).

"To me, the Prada woman is practical yet experimental, and intellectual yet playful," Mr. Shapiro said.

"She is a minimalist with the occasional penchant for flair," he said. "On the other hand, Miu Miu still embodies some of those elements through Miuccia Prada's lens, with a bit of a stronger emphasis on the youthful, playful side. The differences are at times subtle but profound enough to set the two apart."

"In my opinion, it's crucial for every brand to have its own identity."

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