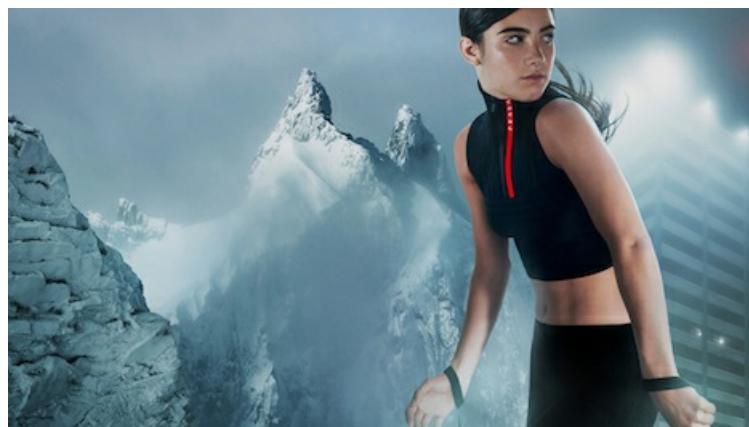


APPAREL AND ACCESSORIES

Prada Linea Rossa remains prepared for anything with latest athleisure drop

October 7, 2022



American influencer and media personality Charli D'Amelio is the face of the new collection. Image credit: Prada

By KATIE TAMOLA

Italian fashion brand Prada is celebrating the poetic nature of movement with its Linea Rossa fall/winter 2022 campaign.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 [Save \\$246 ▶](#)

Starring American influencer and media personality Charli D'Amelio, the collection and its imagery are an ode to meaningful maneuvering through life, as Prada does in style. The campaign highlights the apparel's ability to adapt to different needs and circumstances which are constantly unfolding.

Mellifluous movement

At its core, athleisure line Prada Linea Rossa melds sportswear influences with contemporary silhouettes. It focuses on technical detailing, is crafted with movement in mind and uses sustainable materials.

The fall-winter campaign, shot by German photographer Norbert Schoerner, highlights both Prada Linea Rossa's latest womenswear and menswear offerings.

The [#PradaLineaRossa](#) Fall/Winter 2022 collection draws on winter sports the streamlining and padded protection of skiwear, translated and recalibrated for city living.

Discover more at <https://t.co/tapiZfn34N>.

Photographer: Norbert Schoerner

Model: Aviana McClish pic.twitter.com/JwvsnRou5H

PRADA (@Prada) [October 5, 2022](#)

The collection illustrates a sense of wanderlust. This apparel is meant for those moving towards and seeking something more.

The models are all shot in thoughtful, focused acts of movement. Ms. D'Amelio, who boasts 49.2 million followers on Instagram, is seen in a cropped technical nylon down jacket and Tech Rec Nylon piqu sports top in black.

Other staples include a double jersey jumpsuit, a cropped fleece and recycled technical fabric sweatshirt, recycled technical fleece joggers, all in black.

The cropped technical nylon down jacket is available in a white colorway, as a Tech Rec Nylon piqu sports top, polyester socks and Prada's America's Cup high-top sneakers are also available in the same hue.

Other offerings for womenswear including skis, ski gloves, a ribbed beanie and more are available.

Models for the menswear collection are seen gazing thoughtfully to their sides, ostensibly anticipating their next advance.

The collection, with an emphasis on winter sports, melds the padding of skiwear with a sleek, sophisticated feel.

The [#PradaLineaRossa](#) Fall/Winter 2022 campaign, shows the collection's high-tech capabilities by placing it in between contrasting extreme environments.

Discover more at <https://t.co/tapiZfn34N>.

Photographer: Norbert Schoerner

Model: Sebastien White [#Prada](#) <pic.twitter.com/RdYYJoFiaz>

PRADA (@Prada) [October 5, 2022](#)

Offerings include an Extreme-Tex ski jacket, Extreme-Tex ski pants, GORE-TEX leather and knit skin gloves, Prada Linea Rossa Impavid sunglasses and more.

A Light Nylon down vest, Light Nylon technical pants, Prada Polarius high-top sneakers and other options are also included.

Models Emanuel Dostine, Aviana McClish, Sherry Shi and Sebastien White fashion the looks, all coming together to depict the versatility of Linea Rossa's offerings its vast abilities to adapt to any setting, where any movement, arduous or minute, is complemented.

A versatile heritage

Prada enjoys crafting marketing material that is a thoughtful reflection and illustration of its core ethos. Whether celebrating its cerebral approach or depicting a dedication to sustainable sourcing, Prada remains strong in its branding.

Earlier this year, Prada partnered with English actress Emma Watson, in a strategic move emblematic of the brand's intellectual values.

The multihyphenate made her directorial debut for Prada Paradoxe, the brand's first fragrance launch since establishing a partnership with cosmetics leader L'Oreal in the interest of a global beauty takeover. Prada Beauty product debuted in-store and online on Aug. 22, with a campaign film teaser featuring Ms. Watson as both its face and director ([see story](#)).

Prada-owned Miu Miu, mirroring Prada Linea Rossa's latest, recently put a chic spin on sustainability. Last month, the brand brought an expressive classic to its Upcycled collection for the fall/winter 2022 season.

This iteration of the Upcycled by Miu Miu initiative highlighted a collection of limited-edition leather jackets, carefully sourced from vintage markets around the world. In a dreamy, cinematic vignette true to Miu Miu's ethos, the reworked jackets, of which no more than 50 were made, are the star of the show ([see story](#)).