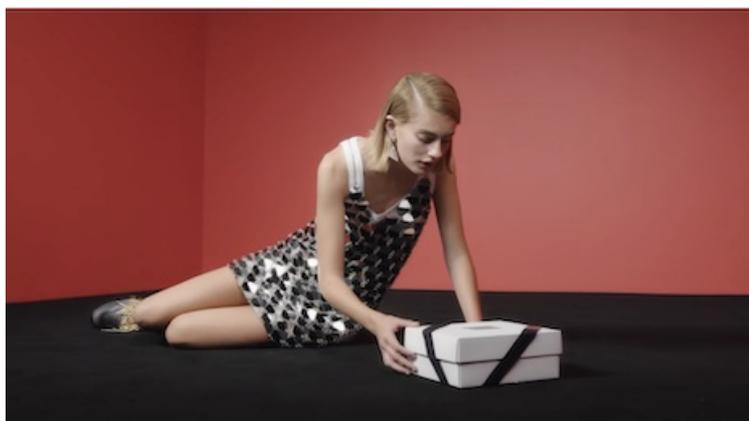


APPAREL AND ACCESSORIES

Prada unveils 'A Simple Gesture' holiday campaign celebrating anticipation

November 22, 2022



U.S. actress Diana Silvers co-stars in Prada's 'A Simple Gesture' holiday campaign. Image credit: Prada

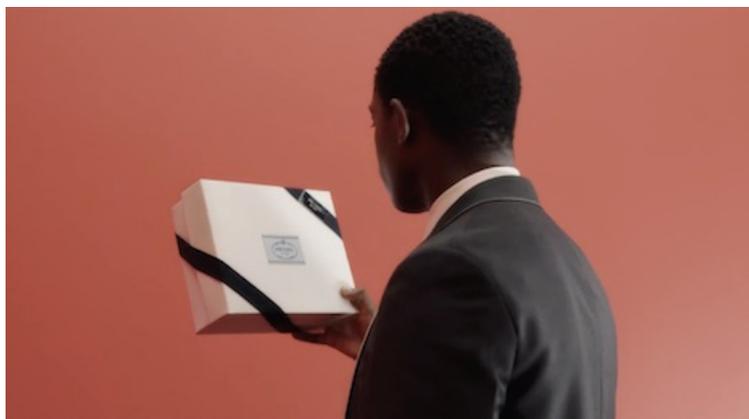
By LUXURY DAILY NEWS SERVICE

Italian fashion label Prada is exploring the excitement that comes with an unopened present for its 2022 holiday campaign.

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The 45-second film by David Sims and creative director Ferdinando Verderi showcases those receiving gifts, feeling the anticipation over their sealed boxes. The effort balances a love of gifting with the delight of being on the receiving end.

'A Simple Gesture' is meant to bring forth memories of the viewers' own, while inspiring them to feel that the collection offers pieces that resonate with them.



British actor Damson Idris co-stars in the new Prada holiday 2022 campaign. Image credit: Prada

Out of the box

This is an ode to traditional holiday activities, and happy memories surrounding the act of giving.

In the spirit of giving and receiving, the iconic **Prada** box grounds the video. Figures demonstrate the thrill of not knowing what the box holds, bringing on nostalgia and the feeling of childhood joy to the piece.

U.S. actress Diana Silvers and British actor Damson Idris, both faces of the fall/winter 2022 campaign, are featured as the main characters of this vignette, embodying those vulnerable emotions.

Ms. Silvers and Mr. Idris are shown posing along with their Prada gifts that feature the aesthetic of the brand.

The protagonists show off items from the homeware, games, fashion and accessories offerings of Prada. The portraits work to present what the brand has to offer, as well as provide consumers with a glimpse of a festive gift exchange.

There are numerous symbols of the holidays throughout the spot, giving it an undeniably memorable feel.

The aesthetic of the campaign includes wintery colors, icicles, winter foliage, red and metallic hues nodding to holiday lights and gold candlelight.

Prada embraced both the natural season and the cozy interiors that celebrators spend time in during the holidays.

Prada presents the Prada Holiday 2022 Collection. Video: Prada

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