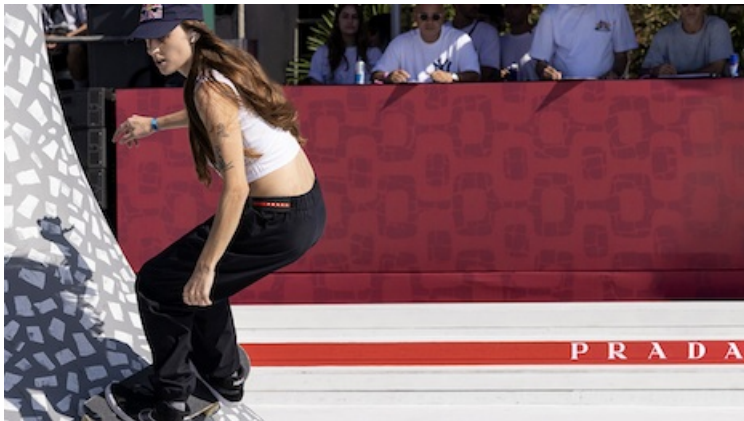


SPORTS

Prada shows support for Red Bull Rio Conquest skateboarders

May 30, 2023



The maison provided technical clothing and resources to hopeful athletes competing in the competition, held for the first time in Brazil. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian fashion brand **Prada** partnered with the Red Bull Rio Conquest, a street skateboard competition held on May 27 and 28.

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For the first time, the contest was held in Brazil. Prada Linea Rossa teamed up with Red Bull to promote the milestone event, highlight sporting initiatives and work with hopeful athletes to provide resources and technical clothing.

Copacabana competition

This year, the skateboarding event was held in Rio de Janeiro, giving more Brazilian athletes access to the global event.

Overall, Brazilians swept the competition, taking home first and second place in the male category, and second and third place in the female category. Olympians and young hopefuls from around the world competed, supported by the participating parties through exclusive wears, assets and contest elements on the premises.

In collaboration with Prada Linea Rossa, Red Bull Rio Conquest has put some of the best skaters in the world in a unique skatepark with the beautiful Rio de Janeiro, Brazil, as a backdrop. <https://t.co/leFeocl41M>.

[#PradaLineaRossa](#) [#Redbull](#) [#RedbullRioConquest](#) pic.twitter.com/LAxQy4TpIO

PRADA (@Prada) [May 30, 2023](#)

Prada Linea Rossa provided technical modules for the competition, the track itself was built on Praia de Botafogo, a popular beach on the city's famed coastline.

Additionally, the brand presented and designed the new "Beyond the Line" prize, awarding it to the athlete who took on the most challenges while tackling the Linea Rossa obstacle, the Baro do Rio Branco Monument.

Yuri Facchini, a Brazilian boarder won the prize.

Prada Linea Rossa also extended support to Brazilian rapper and skateboarder Lennon Frassetti, known publicly as L7nnon, and Argentinian skateboarder Aldana Bertran. The two talents donned technical boarding clothes and gear from the Prada line for the competition.

The line's whole ethos was celebrated in October 2022 with a movement-centric slot ([see story](#)), appealing to the growing sportswear and athleisure trend among Gen Z consumers and beyond.

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