

APPAREL AND ACCESSORIES

# Prada places actors, activists at heart of ‘Re-Nylon’

January 18, 2024



*Ms. Watson and Mr. Cumberbatch are known for being highly influential, often taking on social and environmental causes. Image credit: Prada*

---

By EMILY IRIS DEGN

Italian fashion brand Prada's latest release supports a crucial philanthropic cause.

With the help of British actors-turned-activists Emma Watson and Benedict Cumberbatch, the house's 2024 Re-Nylon collection, made from recycled plastic sourced from fishing nets and textile waste, is revealed. In a campaign filmed by Belgian photographer Willy Vanderperre, the stars showcase the circular items, the sales of which benefit conservation efforts carried out in partnership with the United Nations.

"This reinforces the acknowledgment of why you shop with the brands you do as they relate to your own values for sustainability," said Casey Golden, CEO of [Luxlock](#), New York.

"I find great appreciation in the way Prada developed the Re-Nylon assortment of goods, from neckties to handbags to sneakers," Ms. Golden said. "It shows the versatility of opportunities for innovative textiles and gives more breadth for consumers to adopt and shop up from the tried and true Nylon collections from Prada Linea Rossa.

"The Prada Re-Nylon collection shows that everyone can cultivate quality with recycled materials and support organizations like Sea Beyond for lasting environmental and educational impact."

Ms. Golden is not affiliated with Prada, but agreed to comment as an industry expert.

## Sea-ing beyond

In a 45-second-long video for the campaign, Ms. Watson and Mr. Cumberbatch pose in refurbished apparel.

Footage featuring outerwear, accessories and other items is spliced with scenes of cerulean blue waves foaming, harkening back to the collection's provenance.

Re-Nylon merchandise is made from recycled plastic gathered from the seas and fishing nets, as well as landfills and textile fiber waste sources.



*Through de-polymerization and purification, polymers are turned into threads to make the nylon fabric. Image credit: Prada*

Doubling down on the regenerative nature of the drop, the words “supporting education for ocean conservation” appear across the screen. Each word is revealed gradually as waves roll and the actors strut, pausing to look into the camera in a meditative manner.

Ms. Watson not only grants the slot her talents and star power, but her reputation.

Though she rose to fame for her portrayal of Hermione Granger in the *Harry Potter* film series, she has since gone on to work with the United Nations as a Women’s Goodwill ambassador due to her feminist and gender equality activism. Ms. Watson is also appropriately known for her passion for environmental justice and mitigation, having hosted a panel at the UN’s 2021 Climate Change Conference in Glasgow.

Mr. Cumberbatch, a talent in his own right, seen across the silver screen in movies like Marvel’s *Dr. Strange* franchise and American director Wes Anderson’s films, has likewise garnered a reputation for philanthropy.

In 2014, Time awarded him the title of being one of the 100 most influential people in the world. In 2015, he was appointed a Commander of the Order of the British Empire for his contributions to the world of performing arts and to charity.



*The ready-to-wear items are made from endlessly recyclable fabric. Image credit: Prada*

Both socially and environmentally minded, the famous faces are arguably fitting people to model Prada’s green collection. This allows them to complement the house’s stated values rather than distract from them, making their involvement more meaningful than another celebrity tap.

“Unlike the majority, I am not convinced that tapping into celebrity endorsements enhances a campaign more so than peeling back the curtain to amplify the designers and history of the brand, and share their values for the future of the design house,” said Ms. Golden.

“Miuccia Prada is a celebrity in her own right,” she said. “I have no doubt that Benedict Cumberbatch and Emma Watson provide relatable value to consumers, but they will feel deeply connected to the brand and products by truly understanding the brand beyond a celebrity endorsement.”

With the release revolving around Prada’s support for marine conservation and circular systems, part of the brand’s personality, identity and goals are incorporated into the fashion. Thanks to this, customers are not just getting a product unveiling, but an assertion of the maison’s support for sustainability.

## Prada promises preservation

As efforts to reduce Scope 3 emissions by a target date of 2029 continue ([see story](#)), Prada spent last year appealing to the growing segments of consumers who are shopping with sustainability in mind ([see story](#)).

However, this is not a new move for the brand, having launched Re-Nylon specifically in 2019.

### *Prada presents the Re-Nylon 2024 collection*

The invention supports the label's ongoing partnership with the UN's Educational, Scientific and Cultural Organization ([see story](#)). One percent of proceeds from collection sales support Sea Beyond, an educational program focused on ocean conservation literacy in secondary schools around the planet.

A signature of the house since the 1970s, nylon is said to be at the core of Prada's design ethos; a symbol of the business's unique "viewpoint on modern luxury" and contemporary living.

The circular version brings it even further into the future, landing the company alongside industry peers that are likewise in the midst of a materials revolution ([see story](#)). The move could appease conscious shoppers and those wanting innovative ready-to-wear.

---

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.