

APPAREL AND ACCESSORIES

Prada goes to Hawaii, Japan for Re-Nylon 2026

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The project originally launched in 2019. Image credit: Prada

By ZACH JAMES

Italian fashion label Prada is returning to the world of Re-Nylon.

For the 2026 edition of the annual environmental conservation docuseries and fashion collection, the brand is once again supporting its Sea Beyond initiative. The campaign stars British actor Benedict Cumberbatch and Guyanese-British actress Letitia Wright as they explore the real-world impacts of the company's philanthropic endeavors, completed in partnership with the Intergovernmental Oceanographic Commission of UNESCO, in the Pacific.

Tidal waves

Produced by National Geographic CreativeWorks, the magazine's branded content studio, the launch features two documentary shorts captured in distinct locales.

The first episode sees Mr. Cumberbatch traverse the waters surrounding the Izu Peninsula in Japan. Running four minutes in length, the film sees the Academy Award nominee converse with Elisabetta Zavoli, a photojournalist and Sea Beyond goodwill ambassador, about the ecology of the ocean coast and how it has been enhanced by Prada's practices.

Prada presents "Re-Nylon 2026: Stewards of the Ocean: Japan"

Following the meetup, the duo assists the Sakana-kun Exploration Team project, which gives elementary school children the opportunity to participate in marine educational activities close to the water. The program is run by Mari Ito, a graduate of the Sakana-kun Exploration Team; Ms. Ito serves as a secondary protagonist of the video.

Mr. Cumberbatch has been involved with Re-Nylon since 2024, appearing in three total campaigns in that time. In his first go-around, he appeared alongside fellow British actress Emma Watson, while his second saw the Marvel star paired up with Italian environmental advocate Valentina Gottlieb.

Meanwhile, Ms. Wright is making her Re-Nylon debut this year. Her as-of-yet unreleased episode brings the *Black Panther* star to Oahu, Hawaii.



National Geographic CreativeWorks has worked on four Re-Nylon campaigns. Image credit: Prada

Snippets unveiled ahead of its launch showcase the actor traversing along the island's coast and speaking on the importance of raising the next generation of people who will protect and clean the ocean.

The Re-Nylon for Sea Beyond capsule is comprised of five pieces: a rain jacket, a bucket hat, a pouch, a drawstring bag and a backpack. Offered in multiple colors, the **men's** and **women's** selections are available now in-store and online, with 1 percent of the proceeds benefitting the aquatic conservation endeavor.

Environmental focus

Alongside the apparel launch, Prada is refreshing the Sea Beyond program as well.

In partnership with UNESCO, the luxury brand is rolling out a new initiative aimed at secondary school-aged children and expanding an existing education suite for younger kids ([see story](#)).

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A post shared by Prada (@prada)

While the luxury sector focusing on ocean conservation and other sustainable initiatives is beneficial to the environment, the social cause also contributes to labels' bottom lines. A recent survey of industry executives revealed that an elevated focus on the environment is core to many brands' strategies this year, as the market attempts to overcome declining sales nearly across the board ([see story](#)).

Several luxury names are already expanding their sustainable initiatives in 2026, with British department store chain Selfridges scaling a beauty waste recycling program across its locations ([see story](#)) and German fashion house Hugo Boss introducing NovaPoly yarn, a circular alternative to virgin polyester ([see story](#)).

The Prada Group already holds strong ties to the environment through its Sea Beyond program, the Re-Nylon collection, the Eternal Gold jewelry line and its offering of refillable cosmetic containers. With the recent close of its 2025 fiscal year, the corporation recorded its 20th consecutive quarter of growth ([see story](#)).

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