



Prada Gathers Louis Partridge, Maya Hawke, Karina, Kelvin Harrison Jr. – and Robots – for the Holidays



SPECIAL GUESTS: Prada has gathered some familiar faces around the table for its holiday campaign, to be released Tuesday.

Friends of the house and ambassadors including K-pop star and lead member of the Aespa girl band Karina as well as actors Louis Partridge, Maya Hawke and Kelvin Harrison Jr. posed in front of the camera of Willy Vanderperre, joined by unusual dinner guests: the brand's "Trick" robots.

Here portrayed in life-size, the robots that usually come as playful charms carried around on bags or as keychains add a touch of unpredictability to the festive dinner-party concept, which is set in a studio against a red backdrop.

Also making a cameo, confectionaries from Marchesi 1824 — the historic Milanese pastry shop that is part of Prada Group's portfolio — such as tiered cakes and highly decorated Panettone match the patterns of Prada's fine porcelain homeware dotting the tables in the images, ultimately sharing the spotlight with clothes and accessories from the Prada Holiday collection.



The Prada Holiday 2024 advertising campaign starring Kelvin Harrison Jr., Maya Hawke



and Louis Partridge. Willy Vanderperre/Courtesy of Prada

Although their affiliation with the Italian brand is far from new and they all attended Prada shows in the past, the talents in the images are brought together in a Prada campaign for the first time.

Some of them had already fronted ads for the brand singularly. Partridge appeared in the cinematic spring 2023 campaign last year, in addition wearing the brand for many of his red carpet appearances. Most recently, at the Venice Film Festival the British actor wore Prada for the premiere of his latest project, the Apple TV limited series "Disclaimer" directed by Alfonso Cuarón and released last week.

Partridge was also among the faces of Prada's holiday campaign last year, along with Hawke. The daughter of Uma Thurman and Ethan Hawke, the American actor and singer-songwriter who gained global fame playing Robin Buckley in the third season of "Stranger Things" also appeared in the campaign for the brand's first fine jewelry collection and is another regular at Prada shows.

Ditto for Harrison Jr., known for his roles in movies such as "The High Note," "The Trial of the Chicago 7" and "Elvis," who already fronted the brand's spring 2024 campaign and was front row at the Prada men's fall 2024 show earlier this year.

Karina was also in attendance, and returned to Milan for Prada's latest runway show last month. The K-pop star was named brand ambassador in August, boosting Prada's South Korean delegation that includes the likes of music sensation Enhypen; singer, songwriter and actor Jaehyun, a member of the NCT boy band; actor Kim Tae-ri, and singers Jeon So-mi and Sana Minatozaki, the latter a Japanese-born, South Korea-based artist who has been part of the Twice girl band since 2015.

