



Boat Life

No Prada ad campaign lives on billboards and in print magazines only.

For spring 2025, the Italian luxury brand is sailing to the tony island of Capri to recreate its "Days of Summer" campaign as part of its ongoing strategy of linking advertisements with IRL activations.

Prada is hosting a picture-perfect takeover on and off the shores of Lido del Faro, a beach club located on the Punta Carena bay, in Anacapri, the more tranquil side of the

island known for its rugged cliffs and sweeping views of the sea.

Conjuring an idyllic real-life setting, the colored gozzos – the archetypal Italian wooden boats that appear in the campaign images – are placed on the beach and moored off the coast through July 13, while a dedicated platform with Prada branding stands at sea.

At the beach club on dry land, as well as in front of the Prada boutique on the island, temporary

gozzo-shaped stations offer guests ice cream, as well as boondoggle kits, which include the signature colored ropes evoking the nautical theme and Prada-branded hardware to create key fobs, trinkets and bag charms alike.

As reported, the Prada spring campaign photographed by Oliver Hadlee Peach portrayed a cast headlined by Hunter Schafer, Troye Sivan and Kendall Jenner clutching their Prada bag of the season while standing on

a pastel-hued boat sailing on placid waters. The gozzos already appeared in Prada stores' windows globally last April, when the campaign officially launched.

Other cast members included Lina Zhang, Julia Nobis, Gideon Adniji, Giuseppe Cirillo, Nikita Gnetnev, Noor Khan, Melinda Kiss, Hanna Leszek, Yuliana Perez and Liu Qingzheng.

– MARTINO CARRERA ►

The Prada spring 2025 "Days of Summer" activation in Capri, Italy.

