



Prada

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Review of Prada Fall 2025 Ad Campaign by Creative Director Ferdinando Verderi with Photographer Oliver Hadlee Pearch with models Awar Odhiang, Awwal Adeoti, Bai , Caitlin Soetendal, Chandler Frye, Cirillo , Constanze Rosmalen, Dobi Mazurek, Gideon Adeniyi, Isabella Pascucci, Julia Nobis, Kendall Jenner, Lilja Einarsdottir, Lina Zhang, Loli Bahia, Mohamed Benhadda, Nand Quivreux, Noah Bates, Noor Khan, Peris Adolwi, Pierrick Grégoire, Rejoice Chuol, Ruyu Chen, Saliou Seck, Serkan Deniz, SJ , Sora Choi, Suyong Jung, Xie Binghuan

By Sonya Moore

In a season defined by constant motion, stillness emerges as a quiet counterpoint—perhaps even the foundation for something entirely new. Directed with cinematic finesse and anchored in deliberate choreography, Prada's Fall campaign blurs the line between motion picture and moving image. Under the creative direction of Ferdinando Verderi, photography by Oliver Hadlee Pearch, and choreographed by Pat Boguslawski, the campaign becomes a study in momentum—a deliberate glide toward an undefined destination, where identity is both in transit and transformation. There's an unmistakable reverence for time here—not as a constraint, but as an artistic tool. Each frame seems to elongate the experience of viewing, inviting the audience to observe not just the collections at hand, but the cadence in which they exist in space.

Unfolding in a symphonic sequence, the campaign merges men's and women's collections into a single, continuous expression. Rather than separating them into distinct narratives, Prada allows both to move within the same spatial and emotional register—suggesting a shared language of style that transcends gendered segmentation. The result is not contrast but continuity: silhouettes echo each other, and Olivier Rizzo's styling choices rhyme across genders while remaining individualistic on each wearer. Movement becomes a connective tissue—an undercurrent that holds the collection together, reminding us that Prada's most powerful narratives are layered, interconnected, and built on nuanced repetition. This conceptual clarity is heightened by the stark, white set design, which acts as a visual soundboard. Devoid of distraction, it sharpens focus on the clothes and choreography.

The choreography, in turn, resists spectacle and instead favors subtle, deliberate pacing that invites the viewer to linger. Each gesture—a step, a glance, a stillness—becomes an act of defiance against fashion's usual urgency.

The campaign's expansive cast is choreographed with restraint, avoiding sensory overload despite its scale. Kendall Jenner anchors both men's and women's visuals—not as a celebrity cameo, but as a strategic point of gravity. Her presence is precise and elusive, harnessing cultural capital without disrupting the campaign's editorial integrity.





Notably, she appears only in the main film, not in the supplementary Women's collection video, reinforcing a calculated ambiguity. This casting approach, led by Ashley Brokaw, emphasizes composition and symbolism over pure recognition. Across three distinct films—a unifying vision and two gendered segments—the campaign unfolds with cinematic pacing and a lush score. The result is a meditation on movement and identity, where garments don't just adorn but inhabit space with quiet conviction. This is not fashion as spectacle, but as state of becoming—where style breathes, hesitates, and moves with meaning.

There's an intimacy here—a quietly radical assertion of power in a moment when much of luxury is shouting for attention. But Prada, as ever, prefers to whisper with precision.

This campaign doesn't present fashion as spectacle; it treats it as a state of becoming. Style here isn't fixed—it breathes, hesitates, surges. Prada orchestrates not just looks, but a philosophy in motion. And in this carefully constructed world, luxury lies not in the garments alone, but in the space they occupy—and the permission they give us to linger.







Prada Creative Director | Miuccia Prada and Raf Simons

Creative Director | Ferdinando Verderi

Photographer | Oliver Hadlee Pearch

Videographer | Frank Lebon

Models | Awar Odhiang, Awwal Adeoti, Bai, Caitlin Soetendal, Chandler Frye, Cirillo, Constanze Rosmalen, Dobi Mazurek, Gideon Adeniyi, Isabella Pascucci, Julia Nobis, Kendall Jenner, Lilja Einarsdottir, Lina Zhang, Loli Bahia, Mohamed Benhadda, Nand Quivreux, Noah Bates, Noor Khan, Peris Adolwi, Pierrick Grégoire, Rejoice Chuol, Ruyu Chen, Saliou Seck, Serkan Deniz, SJ, Sora Choi, Suyong Jung, Xie Binghuan

Stylist | Olivier Rizzo

Hair | Anthony Turner

Makeup | Lynsey Alexander

Choreographer | Pat Boguslawski

Casting Director | Ashley Brokaw

