



# Fashion Scoops

## Scarlett's Turn

Prada is acting as a cinematic matchmaker for the latest iteration of its leather goods campaign dedicated to the signature Galleria handbag.

The Italian luxury brand has conscripted Oscar-nominated actress Scarlett Johansson, a regular of Prada Galleria campaigns, and breakthrough director Yorgos Lanthimos, marking the first time the pair work together on a project.

Johansson returns as the face of the Galleria bag for the third time, after previous installments of the campaign in 2024 and 2023, directed by British screenwriter and director Jonathan Glazer and Venezuelan American artist Alex Da Corte, respectively.

The 2025 short movie – titled “Ritual Identities” – leans on the surreal and symbolism-rich oeuvre of Lanthimos who captures the actress impersonating three characters within

archetypal settings of contemporary life.

“This Prada campaign really comes from Yorgos’ unique mind and whatever magic is created between the two of us as artists. The performance – the collaboration – is opened up. This process of discovery is what makes any creative collaboration special,” Johansson told WWD. “Filmic shorts like this are a playful collaboration for actors and directors – it gives us an opportunity to work together in a different manner. You get to dip into somebody’s mind, their way of working, explore their world,” she said.

Although the movie is up for multiple interpretations, the storyline seems to center on Johansson playing some sort of guru, who provides a recipe for what’s apparently a potion, the ingredients of which include morning breeze, rainwater that drips from a

non-blooming cherry tree, whispers of dead loved ones’ names and feather of a chirping bird, which she bills as non-necessary, though.

Johansson also performs as the recipient of such recipe and is seen strolling around a metropolis – could be New York, although the brand didn’t specify – in search of the ingredients which she fills her Galleria bag with. The short movie ends with a third Johansson-interpreted character emerging, Frankenstein-like, from a life-size metallic sphere placed at the center of a townhouse’s salon.

The movie, Prada said, reflects not only the Galleria’s many iterations over the years, as well as the multiple styles offered every season, but it also “investigates the fluidity of the persona.”

“The idea for this Prada campaign is a play on

identity, the identities that live within all of us, the different masks we wear, the different characters we play, the different people we are with other people, in different relationships,”

Johansson explained. “The work becomes personally meaningful because you start to really feel it as you’re saying it, it starts to live more inside you – and then, you can really explore. This film is less about assuming a character, more about expressing different versions of myself,” she said.

The video campaign – which is flanked by imagery captured by Lanthimos, also an accomplished photographer – marks the first time the Greek director, producer and screenwriter collaborates with Prada.

– MARTINO CARRERA



The Prada Galleria ad campaign directed by Yorgos Lanthimos and fronted by Scarlett Johansson.

