

PRADA
EYEWEAR



PRADA
CINÉMA
EVOLUTION



Press Release

Prada Cinéma Evolution, the new Prada Eyewear digital project, is an ironic foray into the myriad facets of the female identity.

Inspired by the dreamlike power of film, Prada Cinéma Evolution lets dreams flow with a surprising and amusing projection of personal memories. A TV commercial, an unexpected sound, a reflection in a mirror and a birthday cake are moments that emerge and entwine in a very personal film about a young woman on a sunny summer day. The sunglasses and eyewear of the new Prada Cinéma collection are the stars of the story, a narrative device triggering a playful dichotomy between perspective and perception, subject and object and leaving the viewer to ponder the question: "Are you the observer or the observed?"

The digital project will be launched on June 29 on the website http://www.prada.com/prada_cinema and on official Prada social channels.









Prada Cinéma Eyewear Collection

The Prada Cinéma eyewear collection takes center stage with an unusual combination of contemporary aesthetics and sophisticated femininity. The sunglasses (SPR12U) and eyewear (VPR14U) have oversized frame fronts emphasized by a shining metal element, while the temples preserve the flat design of the iconic collection.



SPR12U KI5 3A0



VPR14U KI5 1O1



SPR12U KJM 3D0



VPR14U KJM 1O1



SPR12U KNG 4O0



VPR14U KNG 1O1



SPR12U KOF 0A6



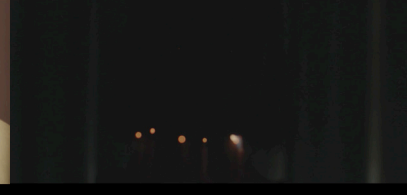
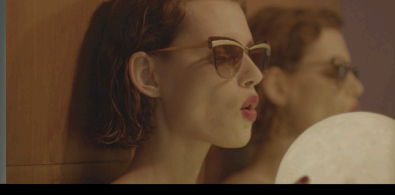
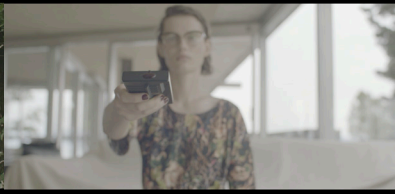
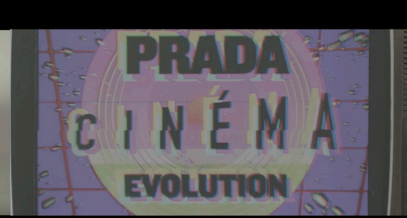
VPR14U KOF 1O1



SPR12U KUI 0A7



VPR14U KUI 1O1





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