



PRADA RE-NYLON IN COLLABORATION WITH NATIONAL GEOGRAPHIC CREATIVE WORKS

Prada Re-Nylon represents an ideology, a distinct approach through multiple channels of communication that reaches beyond conventional fashion confines. It feeds into the ongoing mission of the Prada Group – to educate, to ignite new dialogue and inspire fresh discussion, with a focus on social responsibility.

As part of a continued commitment to education and culture, on the occasion of the new Prada Re-Nylon Collection and campaign, Prada reveals the second step of an ongoing storytelling and media collaboration with National Geographic Creative Works.

Exploring the ocean of the world, National Geographic Creative Works has expanded on the short film series debuted in 2019. That first step explained the how behind Prada Re-Nylon – the process of collecting waste of plastic from the ocean (like fishing nets) and from the landfills, as well as textile fiber waste – regenerated into ECONYL®, the starting point of an endless cycle of circularity.

For this second installation, composed of three episodes, Prada and National Geographic Creative Works delve into the why of Prada Re-Nylon: the dangers facing some of the world's most delicate ocean and aquatic ecosystems, and the ways we can create positive impact.

- The first, focusing on the Indo-Pacific region and the fertile islands of the Indian ocean, examines the devastating loss of coral reefs and the inspiring actions taken by local communities to combat their potential damaging effect;
- The second, exploring the Arctic, highlights the issue of ocean warming discussing the repercussion that human life has on the environment in which we live, and the knowledge we can gain from indigenous communities;
- The third episode features the Mediterranean ocean ecosystem and documents how human activity has given rise to invasive species with detrimental effects on its fishing communities, discovering how we can help mitigate the problem before it is too late.

Led by National Geographic photographers and explorers, each of these films immerses viewers in a distinct, diverse, and unique marine habitat, exploring these fundamental issues facing ocean conservation worldwide.

The latest expansion of the in-depth and long-standing storytelling collaboration between Prada and National Geographic Creative Works, these films highlight the vital role of ocean literacy - and how knowledge can help us tackle and even halt damage, to bring about lasting change.

As of July 2023, 1% of the proceeds from the Prada Re-Nylon Collection supports SEA BEYOND, the educational program launched in 2019 by Prada Group and UNESCO's Intergovernmental Oceanographic Commission (IOC). A project in line with the Group's passionate societal concerns and the value it has always afforded to education and culture, SEA BEYOND has raised global awareness on sustainability and ocean literacy principles, educating young generations around the world. To protect our ocean, we need to understand it – learn, think, act.

Discover more on prada.com