



**PRADA  
RE-NYLON**

**A STORYTELLING COLLABORATION WITH  
NATIONAL GEOGRAPHIC CREATIVWORKS  
*GENTLE GIANTS***

Actress Sadie Sink travels to La Paz, Mexico and the Pacific Ocean to discover the whale shark, the world's largest omnivore, for the third episode of the new series of filmic shorts dedicated to Prada Re-Nylon and created with storytelling partner National Geographic CreativeWorks.

Gentle giants, whale sharks are the world's largest fish – their roles as “gardeners of the ocean” is derived from their diet of plankton and algae, consuming enormous quantities to fuel their vast size. In turn, they aid marine biology by controlling these plant levels – excessive amounts of either would decrease sunlight and oxygen in the surrounding ocean, disrupting the natural ecosystem.

But today these essential animals are under threat, as marine biologist, SEA BEYONDer and Goodwill Ambassador of the project Giovanni Chimienti and whale shark specialist Alberto Garcia Baciero discuss. Their numbers are affected by overfishing – where whale sharks are often accidentally caught – struck by vessels when feeding near the surface, and injured through unsustainable tourism. A major problem is ocean pollution, which both affects the animals themselves and the plankton that is their main source of sustenance.

The SEA BEYOND educational program by Prada Group, conducted in partnership with the Intergovernmental Oceanographic Commission of UNESCO since 2019, aims to raise awareness on the various threads that affect the delicate marine ecosystems all around the world and the need to preserve them.

1% of the proceeds from the Prada Re-Nylon for SEA BEYOND Collection benefit SEA BEYOND, contributing to the progress of ocean education on a global scale through a series of training initiatives for younger generations.

The third episode is available to view now on [prada.com](https://www.prada.com).

## **SEA BEYOND**

SEA BEYOND is a project by Prada Group conducted in partnership with the Intergovernmental Oceanographic Commission of UNESCO (UNESCO-IOC) since 2019 to raise awareness of sustainability and ocean preservation, contributing to the progress of ocean education on a global scale through a series of training initiatives for younger generations. Since its debut, the educational program has shared the principles of ocean literacy with more than 35,000 students around the world. Moreover, the “Kindergarten of the Lagoon” project – outdoor education activities for preschool children in Venice – was launched in 2021 to create links between kids and the lagoon ecosystem. While the main focus remains education, SEA BEYOND has recently extended its scope with two new areas of focus: support for scientific research dissemination and humanitarian projects, both dedicated to the ocean. As of July 2023, 1% of the proceeds from the Prada Re-Nylon for SEA BEYOND Collection benefit SEA BEYOND. The list of products in this Collection is available at [www.prada.com](http://www.prada.com).

Through SEA BEYOND, Prada Group has also trained its more than 14,000 employees worldwide on ocean literacy principles via VR educational content and the AWorld app, the official platform selected by the United Nations to live more sustainably.

## *BIOGRAPHY*

### **SADIE SINK**

Actress Sadie Sink had her breakthrough portraying Max Mayfield in the Netflix science fiction series *Stranger Things* (2017–present), receiving critical acclaim for her performance in its fourth season. In 2021, she appeared in the horror film trilogy *Fear Street* and the following year starred in Darren Aronofsky’s psychological drama *The Whale* (2022), for which she received a Critics’ Choice Movie Award nomination. Sink will next be seen in the Fox Searchlight post-apocalyptic musical drama, *O’Dessa* and will return to Broadway in the Spring to star in John Proctor *Is the Villain*. A passionate advocate for environmental and animal rights, she has used her influence to support non-profits.