

# PRADA

*press release*

**PRADA SPRING/SUMMER 2025 WOMENSWEAR CAMPAIGN  
CAREY MULLIGAN  
ACTS LIKE PRADA**

A reflection of our concurrent realities, a multiplicitous vision of women, an ever-shifting perception of Prada. The Spring/Summer 2025 Prada campaign explores the notion of plurality, simultaneously celebrating individuality and the ceaseless facets that comprise the complex identity of Prada – the multitudes that can be contained within a single whole.

Experiment in transformation is at play. Individualities are embodied by one individual: the actor Carey Mulligan, whose craft centers around the notion of reinvention, of encapsulating an other. To act is both to perform, and simply to behave – act as action, a way of living. Captured by Steven Meisel in a series of arresting portraits, Mulligan appears again and again, never the same and never herself – each guise is an entirely different individual, inventing a multitude of protagonists, different lives, each entirely separate, unpredictable, and unique. Yet each can be seen as a provoking distinct viewpoint on the ideology of Prada, a fragmented manifestation of its philosophy and ever-shifting surprising aesthetic, like sides of its character. In a direct reference to the Fall/Winter 2021 *Feels like Prada* campaign, *Acts Like Prada* serves as a mantra that acknowledges the performative nature of Prada as an idea.

Fashion here is a tool for change, clothes altering attitudes, shifting both our perceptions as viewers and Mulligan’s as performer. Yet these images are not just performances, rather they are embodiments of other lives, reflections of alternate realities channeled through one individual, fashion utilized as a tool to help transform.

Both utterly transformed and instantly recognizable, Mulligan’s constant reincarnations reflect the endless renewals at the heart of fashion. And as fashion is never static, neither is Prada – endlessly shifting and changing, it defies easy categorization and singularity, its unpredictability and simultaneous coexistence of contradictory elements a reflection both of humanity, and the world today. These are celebrations of people, and studies of Prada.

*Credits*

*Talent: Carey Mulligan*

*Photographer: Steven Meisel*

*Creative Direction: Ferdinando Verderi*

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## *BIOGRAPHY - CAREY MULLIGAN*

*Carey Mulligan is a British actor. In a career spanning 20 years of stage and screen, she has carved an international repute for diverse and engaging roles, and the excellence of her craft. Her breakthrough role came in the coming-of-age film *An Education* (2009), for which she won the BAFTA Award for Best Actress and received an Academy Award nomination. She received further Academy Award nominations for her roles in *Promising Young Woman* (2020) and as Felicia Montealegre in the biopic *Maestro* (2023). For her performance in the Broadway revival of David Hare's *Skylight* (2015), she was nominated for the Tony Award for Best Actress in a Play.*