

# PRADA

*press release*

**PRADA SPRING/SUMMER 2025 MENSWEAR CAMPAIGN  
HARRIS DICKINSON  
PRADA PROTAGONIST**

An actor absorbs the personalities of those they are trying to embody – yet, at the heart, the audience has a knowledge of the performer behind the role, the personality that informs the pretence. For the Prada Spring/Summer 2025 men’s campaign, the actor Harris Dickinson eschews role-play and appears as himself – the truth of an actor, playing themselves.

Photographed by Steven Meisel, different elements of Dickinson’s character inform the reinvention of his image, from dynamic to contemplative, energetic to nonchalant. Equally, the clothes he wears transform – archetypical and classic menswear pieces shift with his presence, apparently altered by his action and authority, affected by his own individuality.

Rather than shifting between personages or personae – embodying characters, conveying a script – here we observe different perspectives on one man, the nuances of his character, and his own truth. He is the protagonist in his own story.

*Credits*

*Talent: Harris Dickinson*

*Photographer: Steven Meisel*

*Creative Direction: Ferdinando Verderi*

***BIOGRAPHY - HARRIS DICKINSON***

*British actor Harris Dickinson began his career in the critically acclaimed film *Beach Rats* (2017), for which he was nominated for the Independent Spirit Award for ‘Best Male Lead’. Other film credits include, *The King’s Man* (2019), *The Souvenir: Part II* (2021), *The Iron Claw* (2023), *Scrapper* (2023) and the *Palme D’or* winning and *Academy Award* nominated film *Triangle of Sadness* (2022). Last year he gained a *BAFTA* nomination for his role in the *FX TV* series *Murder at The End of The World* (2023) and he can currently be seen starring opposite *Nicole Kidman* in the *Golden Globe* nominated film *Baby Girl*.*