



PRADA RE-NYLON

A STORYTELLING COLLABORATION WITH NATIONAL GEOGRAPHIC CREATIVWORKS *FORGOTTEN FORESTS*

In the final installation of this four-part film series, created in collaboration with Prada and storytelling partner National Geographic CreativeWorks, actress Sadie Sink introduces us to the Great Kelp Highway of Northern and Central America.

A vital marine ecosystem, the Great Kelp Highway denotes a stretch of subterranean forests of kelp that runs for thousands of miles along the Pacific coasts of the Americas. The richness and biodiversity of the wildlife of the Great Kelp Highway – edible fish, shellfish, marine mammals, birds and seaweed – sustained not only life within its waters, but through centuries of fishing, humankind as well.

Sadie Sink, alongside marine biologist, SEA BEYONDer and Goodwill Ambassador of the project Giovanni Chimienti and scientist Rodrigo Beas, explore the Great Kelp Highway in the waters of Islas Coronado, off the northwest coast of the Mexican state of Baja California. First-hand, they witness how rising ocean temperatures, near-extinction of species, overfishing and global pollution have all affected the kelp forests – a delicate habitat, now endangered.

To counteract this threat, we have to understand it: Prada Group's SEA BEYOND educational program, conducted in partnership with the Intergovernmental Oceanographic Commission of UNESCO since 2019, uses knowledge as a vital catalyst for change, inspiring young generations to safeguard the ocean.

The final episode of this four-part series featuring Prada Re-Nylon, created with storytelling partner National Geographic CreativeWorks, is now available on 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.

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.