Brands Strut Into The Devil Wears Prada 2 Universe



The Devil Wears Prada 2 premieres on May 1, 20 years after Runway magazine editor Miranda Priestly first made her personal assistant Andy Sachs tremble.

Meryl Streep and Anne Hathaway will reprise their roles in the sequel, which is forecast to pull in $55 million in its domestic opening weekend.

Though it’s over a month before the movie lands in cinemas, brands are strutting into Runway’s universe early.

The first movie, released in 2006, carried a reported $1 million wardrobe budget with placements from designers such as Chanel and Valentino woven into the storyline. High fashion will naturally play a starring role in the 2026 film, but this time around, the sequel is also attracting commercial deals from more accessible beverage and beauty brands.

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