

ADVERTISING

## Prada casts male model in women's wear campaign to layer context

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*Prada fall/winter 2014 campaign image*

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By SARAH JONES

Italian fashion house Prada added an element of storytelling to its fall/winter 2014 women's wear campaign by filming a couple rather than a solo female model.

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**Luxury Daily**

Prada's campaign shows the pair interacting surrounded by a modern house with looming grey architecture. Having a relationship portrayed helps to humanize Prada, while allowing the brand to raise awareness for its menswear.

"Prada choose to feature a couple as opposed to female models in order to humanize the brand and allow viewers to connect with their visual short story," said Dalia Strum professor at the [Fashion Institute of Technology](#) and founder of [Dalia Inc.](#), New York. "This also gives the an opportunity to feature an assortment of their fall/winter 2014 collection in the process.

"They're focused on relationship building and incorporating on best practices of 'connecting with their target market' based on synergistic and relatable lifestyles," she said. "This includes the relationship quarrel and embracing, as well as the aspirational desire for that type of relationship."

Ms. Strum is not affiliated with Prada but agreed to comment as an industry expert.

Prada was unable to comment before press deadline.

Along for the ride

Steven Meisel shot the campaign, which features model Mica Arganaraz foiled by Karl Kolbitz.

To introduce the campaign, Prada shot an accompanying video that was shared on social media and its Web site.

At the beginning of the film, Ms. Arganaraz is shown walking outside surrounded by trees with no leaves. Mr. Kolbitz overlooks the scene from his position on a balcony on the side of the house.



*Video still from Prada's campaign*

The video then cuts to a series of shots showing the pair in the house, lying on the floor talking, playing cards or tearing out pages of a novel, scattering the paper across a bare mattress.



*Video still from Prada's campaign*

At the end of the film, Prada cuts together a clip of the couple embracing with a separate scene of a fight that leads Ms. Arganaraz to leave.

The final shot shows Ms. Arganaraz in silhouette near a window in the house, leaving some mystery to the sequence of events.

Embedded Video: [//www.youtube.com/embed/1uhg6\\_CHiOo](http://www.youtube.com/embed/1uhg6_CHiOo)

### *Prada fall/winter 2014 Advertising Campaign*

Prada's fall/winter 2014 print campaign was shot outside the stark house, showing the couple standing next to each other not touching, hinting at the estrangement at the end of the video.



### *Prada fall/winter 2014 women's wear campaign image*

The sparse background allows the prints and colors of the apparel on the models stand out.

In a branded statement, Prada said of the campaign, "A subtle duet between two protagonists, between light and dark, tough and sensuous, stark and ornate, the campaign captures the avant-garde spirit and human storytelling at the heart of the new collection."

### Change of pace

This campaign is in contrast to Prada's previous women's wear campaign, which featured a large cast of female models.

Italian fashion house Prada brought its spring 2014 print advertising campaign to life with a social video that shows the models reacting to fictional settings.

Prada's video includes three outfit changes for the cast of models, and was released well after its print campaign first appeared in magazines and digital versions of the images circulated. This video is able to showcase even more fashion in a fun manner ([see story](#)).

Other brands have crafted relationships between a man and woman for their campaigns to tell more of a story.

Footwear and accessories label Jimmy Choo showed the edgier side of its pre-fall collection with a campaign video with a motorcycle theme.

This is the fourth time the brand has cast Nicole Kidman in a campaign video, thus creating a more solid connection between the actress and the brand. This video

was more narrative-driven than previous Jimmy Choo films, showing Ms. Kidman interacting with a male model in the middle of a desert, compared to previous videos that showed only her ([see story](#)).

As menswear becomes more of a focus for brands, it makes sense to merge campaigns to reach a larger audience. In order to drive sales from social videos, brands may want to think of how the content is presented.

"This highly produced content that they choose to feature on YouTube is relevant content which increases value within their omnichannel marketing strategy," Ms. Strum said.

"The focus could essentially lead to a social commerce approach as Prada is focused on connecting based on emotions as well as featuring their upcoming collection, however, they need to incorporate some shoppable or pre-order links in order to create accessibility to their consumer," she said.

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/erbyf3k1sYM](https://www.youtube.com/embed/erbyf3k1sYM)

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