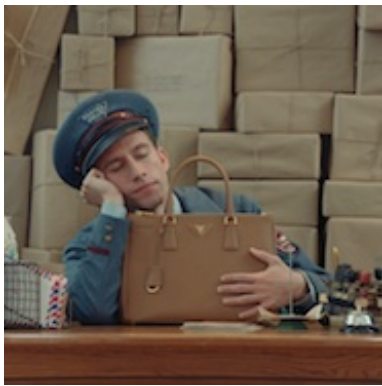


INTERNET

## Prada examines humor and obsession in handbag vignettes

April 8, 2015



*Video still from Prada's "The Postman Dreams"*

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By SARAH JONES

Italian apparel and accessories house Prada is furthering its relationship with film through a series of five shorts surrounding its Galleria handbag.

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**Luxury Daily**

Filmmaker Autumn de Wilde's videos for "The Postman Dreams," which meld childhood fantasies with adult longings, a statement on fashion's innocent, youthful infatuation with beauty. The series, launched April 7, is designed so that the shorts can be explored and viewed in any order, a new concept for Prada film.

"Prada has created a timeless world reminiscent of '60s French film where playfulness, tomfoolery and love abound," said Marko Muellner, digital vice president and group director at [Edelman](#), Portland. "The crisp vibrant colors work so well with the well-placed but not obtrusive handbags. The videos invite us to dream.

"In direct contrast with our modern fast-paced digital fascinations, the lost art of letter writing and the innocence of public service leaves us nostalgic for simpler more elegant times," he said.

"The videos are beautiful, classic, artistic – they deliver on the iconic European heritage

that is Prada."

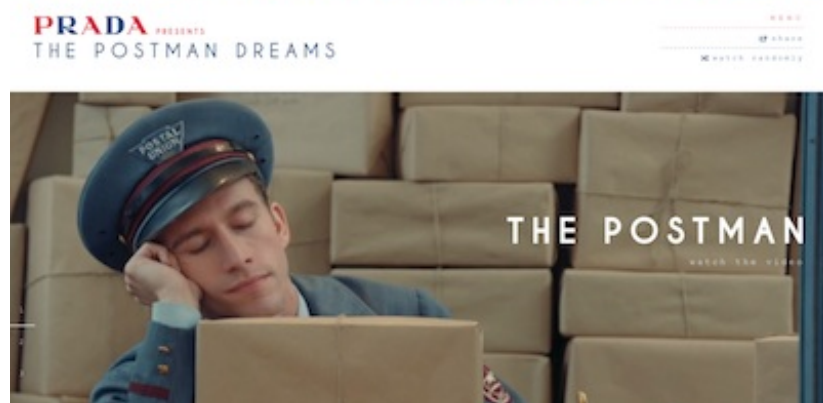
Mr. Muellner is not affiliated with Prada, but agreed to comment as an industry expert.

Prada was unable to comment directly before press deadline.

### Fashion fantasies

The Postman Dreams is housed on a microsite, and as of press time, none of the full videos had been published to social media. Therefore, consumers are required to engage with the content in a more branded fashion on the dedicated site.

On the Web site homepage, consumers have a choice of how to view the films. They can either select one individually, or press a link to play one at random.



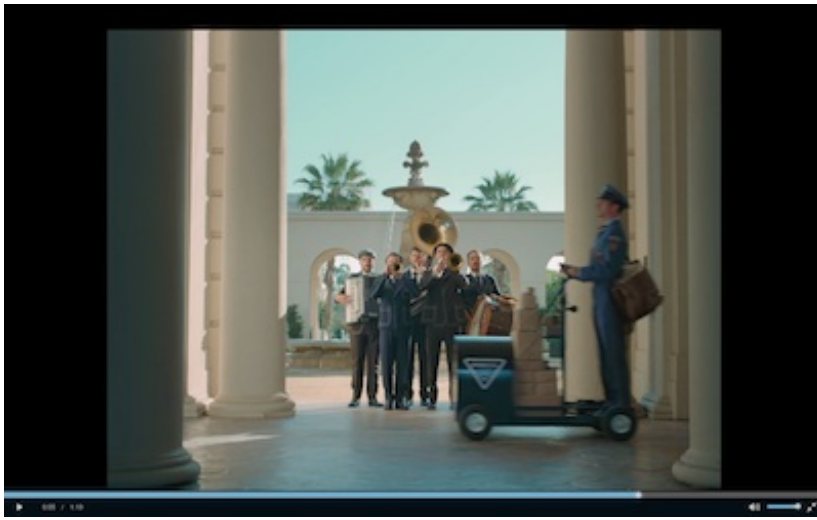
*Screenshot of Prada The Postman Dreams microsite*

All of the films are underscored by modernized gypsy band The Blasting Company, headed by brothers Justin and John Petrojvic. This furthers the sense within the films of an indefinite time period.

The first film titled "The Postman" introduces the title character, a "humble" mail carrier. He is meant to represent personal communication in the current digitally driven world.

When we first see the postman, he is shuffling through mail struggling to stay awake. He rests his head on a parcel and falls asleep, hugging the package and dreaming it is Prada's Galleria bag.

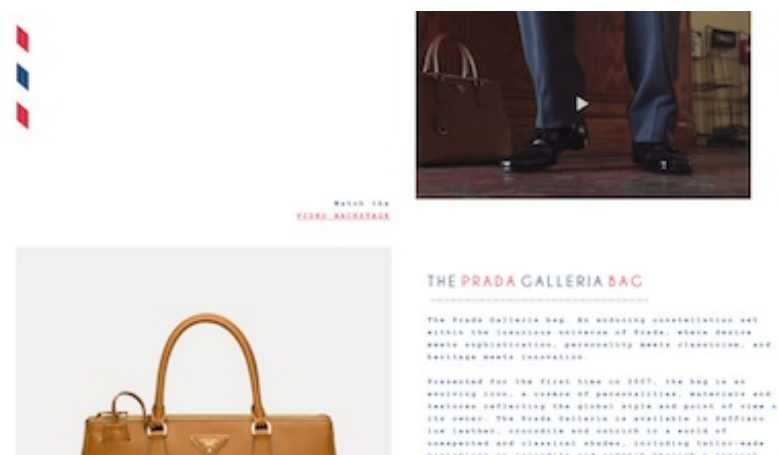
The postman jolts awake, knocks over all the boxes in his office before setting off on his delivery route.



*Video still*

Below the film on its dedicated page, consumers can read more about the Galleria bag, which first appeared in 2007. Named for the brand's first store in Milan, the handbag features a classic shape and modern hardware, including a top zipper.

Each film also includes a making of video detailing the behind-the-scenes process.



*Screenshot of Prada The Postman Dreams microsite*

Ms. de Wilde's second vignette, "The Makeout," also begins with the postman, as he is startled and drops the pile of boxes he was carrying. The scene changes, and a young couple emerges from a doorway.

The woman alternately kisses her companion or playfully runs out of reach, giggling as she does. She runs up a staircase, swinging her Prada Sound bag over the railing to taunt her lover, leaving it up to the audience whether the object of the pursuit is the bag or the woman.

As the chase continues, they encounter the mailman, who is coming down the stairs. He attempts to navigate carefully around the couple, but the woman accidentally kicks him with her pump, sending the packages he was carrying tumbling.



*Video still from The Makeout*

"The Battlefield" shows the Galleria as a child's plaything. A boy carefully removes a dark green handbag from its perch and carries it back to his room, where it becomes one of his toys.

As he acts out a battle scene, toy soldiers use the handbag as a bunker, repelling up on a jeweled bracelet or taking shelter within the compartments.

This imagined battle is interrupted by an adult voice, portrayed by a trumpet with subtitles, asking where the bag is. At the end of the film, the postman hops on his scooter after delivering to the boy's house and drives off.

Embedded Video: [//instagram.com/p/1LRe-irTSo/embed/](https://www.instagram.com/p/1LRe-irTSo/embed/)

### *Instagram post from Prada*

Future films in the series will feature a magical tree that grows red Gallerias and a striptease at a Laundromat.

The series can be viewed [here](#).

"These are great for social/mobile," Mr. Muellner said. "They are different, unexpected and light, silly even, perfect for both watching and sharing.

"And knowing that Facebook in particular is now giving native video—videos directly uploaded to Facebook and shared—additional organic reach, these videos should be rolled out slowly and boosted and social networks, no question."

### *Cinema collaborators*

Prada has reasserted its interest in film on numerous occasions by partnering with critically acclaimed creatives.

Italian apparel brand Prada premiered Wes Anderson's "Castello Cavalcanti" short film at the Rome Film Festival and on its Web site that grants supremacy to the director's style rather than overt branding.

The film features actors Jason Schwartzman and Giada Colagrande and is the latest

project in the brand's "Prada Classics" series that promotes art, architecture and film. Partnering with films is a way for luxury brands to articulate their aesthetic in another medium and gain interest among cinema aficionados ([see story](#)).

Similarly tackling sartorial obsessions, the fashion label also presented "A Therapy," a short film starring Helena Bonham Carter and Ben Kingsley that demonstrated how the brand's items are recognizable and coveted by everyone.

The film was directed and co-written by French-Polish film director Roman Polanski and premiered at the 73rd Cannes International Film Festival May 21, 2012 before a showing of a restored version of his 1979 film called "Tess." A purple Prada fur jacket was the centerpiece of the film and, by showing a man fixated on a woman's item, the label pushed its idea that "Prada suits everyone" ([see story](#)).

"Prada has a history of experimental and artistic storytelling, this new series aligns very nicely to that ethos," Mr. Muellner said. "And these stories will live just as comfortably online as they would at retail or during an event.

"Filmmaking has a long and deeply revered history, for luxury brands like Prada, commissioning immersive and rich experiences is what they do, why shouldn't they have fun with it once in a while?"

Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

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