

INTERNET

Prada sketches new eyewear collection with fashion illustrators

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Blair Breiteinstein's illustration for Prada's Raw Avenue campaign

By KAYSORIN

Italian fashion house Prada is going back to the drawing board with its latest campaign featuring illustrations for its new Prada Raw eyewear collection.

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For the campaign, six illustrators created six unique digital heroines who will model the collection on a virtual catwalk that consumers can browse online. Using fashion illustrations can allow a brand to emphasize its artistic side and appeal to consumers in a fresh way.

"As competition in the eCommerce market continues to grow, fashion brands need to do something to stand out in this crowded market," said Romey Louangvilay, chief curator and director of digital marketing at [Curate Directive](#), New York. "They are competing with word-of-mouth marketing, digital noise, and PR buzz, and these fashion illustrations can help brands offer something fresh to customers."

"The majority of the times, general consumers see the finished product, whether that be the actual product or final advertisement of the product. The result, obviously are refined and polished."

"Illustrations give consumers a peek into what could have went into the product."

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

Prada was unable to comment directly.

Sketched out

Prada used six illustrators for its Raw Avenue campaign. Blair Breiteinstein, Carly Kuhn, Judith van den Hoek, Megan Hess, Vida Vega and Wong Ping each created a unique character to highlight Prada's latest eyewear collection.



Blair Breiteinstein's illustration for Prada's Raw Avenue

Fashion illustrations were once the norm in the industry, but as photography became more popular they eventually faded from most campaigns. Now, digital marketing has brought illustrations back as they can easily be replicated and viewed online.

Illustrations often bring a fun, DIY element to a campaign, emphasizing artistic creativity and craftsmanship. For Prada's campaign, the illustrations highlight the graphic style of the eyewear.



Judith van den Hoek's main character for Raw Avenue

Additionally, working with six different illustrators allows Prada to present a variety of aesthetics that complement its products. This is often appealing to consumers as they can explore different elements of the brand simultaneously.

Prada shared the different illustrations on a microsite for the campaign. Each of the drawings is accompanied by a video that depicts the characters wearing Prada's Raw collection.



One of Wong Ping's illustrations for Prada's Raw Avenue campaign

During the animated videos, the digital heroines created by the illustrators go about their daily lives wearing Prada eyewear. The videos highlight the glasses in a fun and energetic way.

Some of the illustrators used black-and-white while others chose to work in color. All of the images were shared on Prada's Web site and Facebook and Instagram accounts.



Blair Breiteinstein drew eyewear from Prada's new collection

It's a draw

Many other luxury brands have been delving into fashion illustrations in recent years. Fashion illustrations, once the cornerstone of print ad campaigns for apparel brands, are making a comeback in digital form on social media courtesy of a number of fashion brands.

For example, Italian fashion houses Armani and Valentino enlisted artists to sketch a featured product for them, and then posted the drawings to their Facebook pages as an album. Since this type of fashion imagery is not as common in the age of Instagram, the photo sets stand out on social media ([see story](#)).

Some of the artists used in Prada's Raw Avenue campaign have worked with other luxury brands in the past. For example, earlier this year Blair Breiteinstein worked on a campaign with Saks Fifth Avenue.

The department store chain shared its perspectives on the global fashion weeks through a month-long social media campaign centered on stop-motion videos.

#SaksAtTheShows animated the four models from Saks' spring Jet Set Beauty catalog, placing them at the center of the fall/winter 2015 fashion shows happening in New York, London, Milan and Paris. Giving these characters a life outside of the catalog helped to portray the atmospheres of each city as Saks traveled to attend the shows ([see story](#)).

Prada's illustrations give consumers an inside look into the campaign.

"The illustrations that Prada uses are a good way to connect with consumers because it helps them see some of the thought that went into the product," Mr. Louangvilay said.

"Prada also highlights the artists and explains their background and how they were discovered.

"This additional layer to the illustrations that Prada has on their website definitely helps them connect and distinguish itself further since consumers will see the artwork and connect with the artist on an emotional and potentially social media level."

Final Take

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