

INTERNET

Prada delves inside craftsmanship in surreal episodic series

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Prada's Inside Bag

By STAFF REPORTS

Italian fashion label Prada is exploring the unique architecture of its Inside Bag through animations showing the handbag's secret lives.

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After a short teaser that did not share a sneak peek of the James Lima-directed animations, Prada unveiled the first episode of #PradaInsideMe. Each of the six episodes will place viewers alongside a cast of quintessential Prada women in "unexpected encounters and liberating epiphanies" to show off its new handbag.

A look inside

Prada's first released video, titled "The Swimmer," begins with a grey Inside Bag set down on a step. As the camera comes closer to the handbag, the inside zipper, part of an interior pouch in green leather, unzips to reveal a colorful coral reef.

The seascape continues with a small clownfish swimming toward a nude woman submerged in the water, her hair floating above her with the current. Next, the viewer is shown her feet as she slowly begins to kick and swim upward toward the city skyline above her.

As she swims along surrounded by a school of clownfish, a sunken city is shown in the distance. The first episode of Prada's Inside Me, clocking in at 37-seconds, ends with a simple logo and text resharing the handbag's name.

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The new Prada Inside Bag reveals its multiple secret lives in a series of surreal, dreamy animated videos by director James Lima. #PradaInsideMe

Posted by **Prada** on **Tuesday, October 13, 2015**

In total, Prada has produced six episodes for its Inside Me series. In addition to being shared socially, the episodes will also be housed on Prada's Web site, where there is a homepage takeover and dedicated page exploring the handbag line further.

Prada explains on its Web site-based communications that the Inside Bag was developed by its artisans to be "at

once playful and seductive, graceful and subversive" by blending tradition and originality.

The Inside Bag is available in color selections that pair classic and novel shades as well as tone-on-tone styles to reflect the personality and spirit of its owner. Due to its design, which does not include internal support framing despite its structure, the Inside Bag fully captures the skill, innovation and expertise of Prada's artisans.

Prada's Inside Bags retail for \$2,720 to \$6,500 and come in a variety of leather colors as well as colored ostrich and python.

For its handbag marketing, Prada often scripts narratives that are humorous and visually appealing.

For example, the brand recently furthered its relationship with film through a series of five shorts surrounding its Galleria handbag.

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

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