

ADVERTISING

Prada deconstructs the past to create contemporary campaign

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Prada spring/summer 2016 ad

By STAFF REPORTS

Italian fashion label Prada is investigating the cyclical nature of evolution for its spring/summer 2016 women's wear effort.

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Shot by Steven Meisel, the print ads are accompanied by a film, which delves further into the concept, by showing a physical representations of time passing, such as the metamorphosis of butterflies and a pendulum clock. Fashion is continuously reinventing the past for today, making Prada's campaign a fitting reminder of the recurring themes in design.

Reconstructing time

Prada's ads star models Sasha Pivovarova, Natalia Vodianova and Yasmin Wijnaldum.

The video begins silently, but as a camera zooms in on Ms. Pivovarova, the noise of a clock ticking is heard. She turns, revealing that she is holding a butterfly in her hand, as the tinkering sound similar to a music box swells.

Taking a dramatic turn, the video then shifts to a dissonant soundtrack, as the models are shown immobile, either sitting in a windowsill or lounging across a sofa. Marking a lapse in time, Ms. Vodianova spins a circular bauble, while Ms. Pivovarova studies a group of butterflies contained within a glass dome, watching them flutter.

Prada Spring/Summer 2016 Womenswear Advertising Campaign

Prada's campaigns often explore concepts beyond fashion, using the ads as an artistic platform. This is also true of its younger label Miu Miu.

For instance, Miu Miu let consumers peek behind closed doors for its spring/summer 2015 advertising campaign.

The campaign is brought to life with three campaign films, which build anticipation, showing a cast of three actresses preparing for an event in their own way. Filming these dialogue-free narratives allows Miu Miu to tell a story and create a sense of excitement that cannot be communicated via still imagery ([see story](#)).