

APPAREL AND ACCESSORIES

Prada sends 27 models into surreal landscapes for fall campaign

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Image from Prada's fall/winter 2016 women's wear campaign

By STAFF REPORTS

Italian fashion label Prada is showing off its fall/winter 2016 women's wear collection with the help of a bevy of star models.

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With a "constellation" that includes Stella Tennant, Julia Nobis and Sasha Pivovarova, the advertisements shot by Steven Meisel show models hiking against the backdrop of vibrant skies. Rather than limiting a campaign to a small handful of models, brands have been taking the opportunity to cast a diverse group of characters, enlivening the collection with varied personalities.

Moody skies

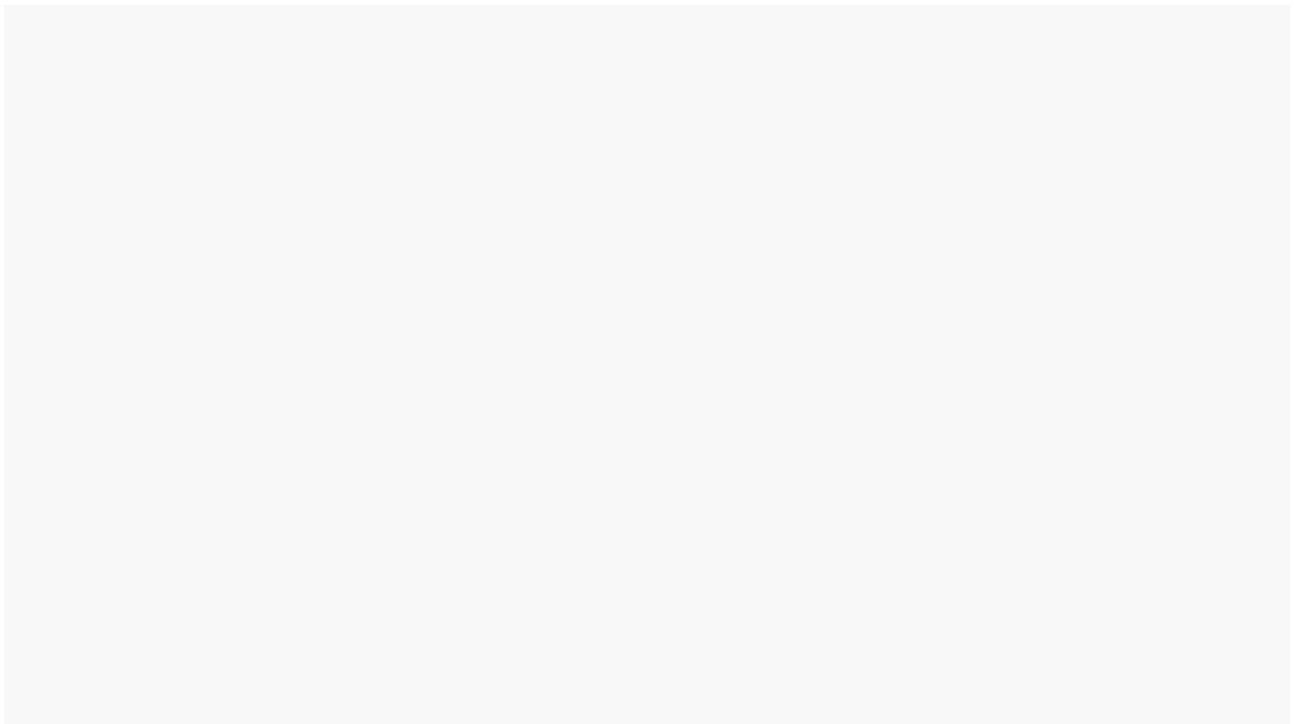
Prada first shared its campaign on Instagram, flicking through headshots of some of the featured models. Fei Fei Sun and Raquel Zimmerman share a stage with Milla Jovovich and Freja Beha Erichsen.



Image from Prada's fall/winter 2016 campaign

Including such a large group of talent makes it more likely that model fans will find a face they adore within the campaign. Comments on the campaign on Instagram include shout outs of pleasure at seeing particular models.

In the campaign film, models strut across deserted landscapes, as clouds and lights move behind them in time lapse. Along with the varied faces starring in the campaign, the skies depict everything from a lit night sky to acidic sunrises.



@Prada unveils the official #PradaFW16 campaign featuring a constellation of 27 women lensed by #StevenMeisel set against landscapes, from acid sunrise to twinkling night. See the entire #PradaFW16 video via link in bio

A video posted by Prada (@prada) on Jul 18, 2016 at 8:24am PDT

While some fashion brands still pick a single face or a small cast for their ad efforts, large casts can open up opportunities for storytelling.

For instance, U.S. apparel label Marc Jacobs is continuing its eclectic casting strategy for its fall/winter 2016 campaign to challenge the concept of normalcy.

In the ads shot by David Sims, everyone from a gay couple to celebrities such as Missy Elliott and Sissy Spacek pose in the brand's ready-to-wear collection, providing a diverse look at beauty and individuality. Rather than picking the hottest face of the moment to appear in its campaigns, recently designer Marc Jacobs has been partnering with the individuals who inspire him on a personal level, creating a collaboration that feels more genuine than generic ([see story](#)).

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