

APPAREL AND ACCESSORIES

Prada takes novel approach for fall menswear effort

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Prada fall/winter 2016 menswear campaign

By STAFF REPORTS

Italian fashion label Prada is exploring the power of imagination that lies in the pages of a book for its latest menswear campaign.

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Shot by Craig McDean, Prada's campaign casts Eddie Redmayne as both hero and villain, capturing the actor in surreal settings. Taking this fantastical, literary approach for its ads may help Prada's ads stand out with the pages of fashion magazines.

Turning the page

Prada introduced its campaign on social media and its Web site. In the print ads, Mr. Redmayne is depicted as prepared for an adventure, with a backpack or satchel slung over his arm and a look of determination on his face.



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In a short film, the actor is first seen reading from a small book as a painted landscape behind him appears to project his thoughts. The camera captures his vantage point as he opens a "door of perception" to a surreal portrayal

of nature complete with impressionistic trees.

On Instagram, Prada's video is split into clips, allowing the brand to narrate the story in its captions.

Prada Fall Winter 2016 Menswear Advertising Campaign

This fictional approach is fitting given Mr. Redmayne's latest project. The Academy Award and Tony-winning actor is playing the lead role in the upcoming film adaptation of J.K. Rowling's "Fantastic Beasts and Where to Find Them."

Prada is feeling the surreal this season.

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

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 ([see story](#)).

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