

APPAREL AND ACCESSORIES

Prada brings literary work to the theater

October 3, 2016



Image courtesy of Prada's The Journal III

By BRIELLE JAEKEL

Prada's innovative four-year contest manifests by bringing the winning literary submissions to life with a theatrical company, along with a unique, reactive mobile Web site.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The fashion brand is promoting its eyeglass collection in a unique manner that blends art with technology. Prada has extended its literary contest from 2013 by recreating the winning submissions into plays, which online users can view online.

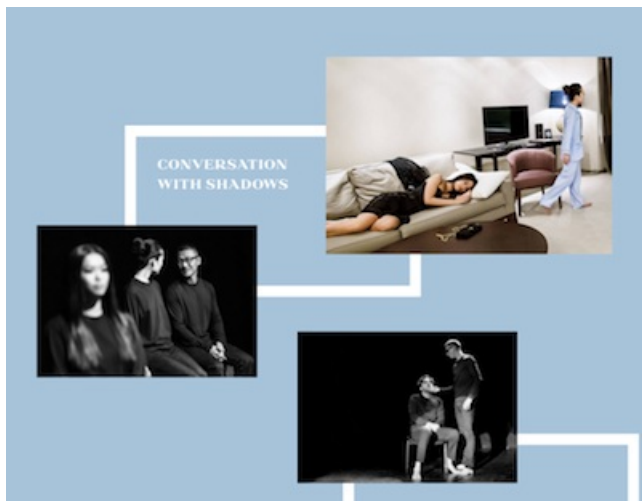
"Prada is luxury and that is the Brand. Like Ferrari and Rolodex, the Brand is not necessarily for the everyman'. But for those that can afford these products, being in the club' is meaningful and cool," said Marci Troutman, CEO of SiteMinis.

"To be a part of that inside' luxury neighborhood is important and relevant to those that buy Prada goods," she said. "These Brands are not interested in the masses ala Walmart, they are interested in the unique and selective relationship with those consumers that can appreciate and have the money to pay for their product.

"This is an inside' game; everyone wants to be invited to the Hollywood Oscar after party- but few get the invite- that's where Prada lives. It is a profitable business. To that end, Prada has created a storytelling contest for the last 4 years that gives real artistic connection to the Prada product line, and only those consumers in the know' get to experience this."

Artful marketing

The Prada Journal campaign is tying its eyeglass brand into an artful image. In 2013, Prada partnered with an Italian publisher for a contest that rewarded talented up-and-coming writers.



The online site for Prada Journal campaign

Prada's contest selected four literary stories with narratives that fit within its theme, "Illuminations, Shadows and Mirages; things are not always as they seem." The brand has now taken those winning pieces and worked with a theatrical company to bring the pages to life with actors.

A mobile optimized Web site provides a unique viewing experience, which gives users the option of how they would like to view. When watching on a mobile device, users are able to move their smartphones around for a 360-viewing experience and explore the space of the play.

Users can tap the space bar on desktop or the screen on mobile to switch between point of views. One version of the videos is shown in dress and settings, while the other takes place in simply a black box with no set or costumes.



Still from Conversations with Shadows

The campaign features four plays such as Conversations with Shadows, Lieutenant Marcus, No Balm in Gilead and the Hour of the Wolf.

Literary and video

Prada also combined literary content and visuals for other campaigns. The Italian fashion brand recently explored the power of imagination that lies in the pages of a book for its latest menswear campaign.

Shot by Craig McDean, Prada's campaign casted Eddie Redmayne as both hero and villain, capturing the actor in surreal settings. Taking this fantastical, literary approach for its ads helped Prada's ads stand out with the pages of fashion magazines ([see more](#)).

The brand also bottled its iconoclastic attitude for a binary fragrance for men and women.

Surrounding its fragrance launch, La Femme Prada for women and L'Homme Prada for men, Prada developed a marketing concept that features multiple women and men, but who are shown to have interchangeable identities. The campaign worked to show that La Femme Prada and L'Homme Prada characterize the Italian fashion house's consumers into a bundle of total brand identity ([see more](#)).

"This year, the four winning stories of the Prada Journal III Edition based on the theme Illuminations, shadows and mirages; things are not always what they seem' and included, not just a story and money for winning, but live acting

to enhance the experience," Ms. Troutman said. "This storytelling contest is not so unique when you consider other Brand contests that involve, say creating a product video that can go.

"Prada's approach is unique in that the resulting finished contest product (the story) is relevant to the customer that Prada is engaged with (upper class, wants to be identified with the finer things in life and feels exceptional)," she said. "This consumer normally has a higher education than the masses, has the discretionary income to afford these types of products and wants to be considered in the know' about art and fashion. These are important to their psyche."

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.