

APPAREL AND ACCESSORIES

Prada invites viewers inside a home in intimate vignette

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Prada's Pre-Fall 2017 campaign

By BRIELLE JAEKEL

Italian fashion house Prada is showing consumers a private look inside the intimate home of the Prada woman for its pre-fall 2017 campaign.

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Bringing what feels like a still photography advertisement to life, Prada is leaving the runway behind in this campaign. The video and images capture models touting the pre-fall line in a setting that is meant to feel as though the viewer has stumbled into the Prada woman's home.

"The uniqueness of Prada introducing their fall collection through the use of a haunting video that shows the fashions subtly is a clever move for the brand," said Marci Troutman, CEO of [SiteMinis](#), Atlanta, GA. "The beauty and the power of the Prada video, as there isn't dialogue, is that it allows the viewer to imprint themselves into the scene and relate to the brand.

"Videos are the most commonly 'shared' component via social media with the greatest likelihood of a viral boost," she said.

Ms. Troutman is not affiliated with Prada but agreed to comment as an industry expert. Prada was reached for comment.

Prada's Pre-Fall

Encounters, Prada's pre-fall campaign, appeals to the modern affluent consumer in a more intimate manner than the runway.



Prada's Pre-Fall 2017 Campaign

Captured by photographer Willy Vanderperre, Prada's video shows its model sitting by the fireplace wearing pieces from the pre-fall line and holding a Prada bag. She continues to sit as the camera moves closer to her, and eventually extremely close on the bag.

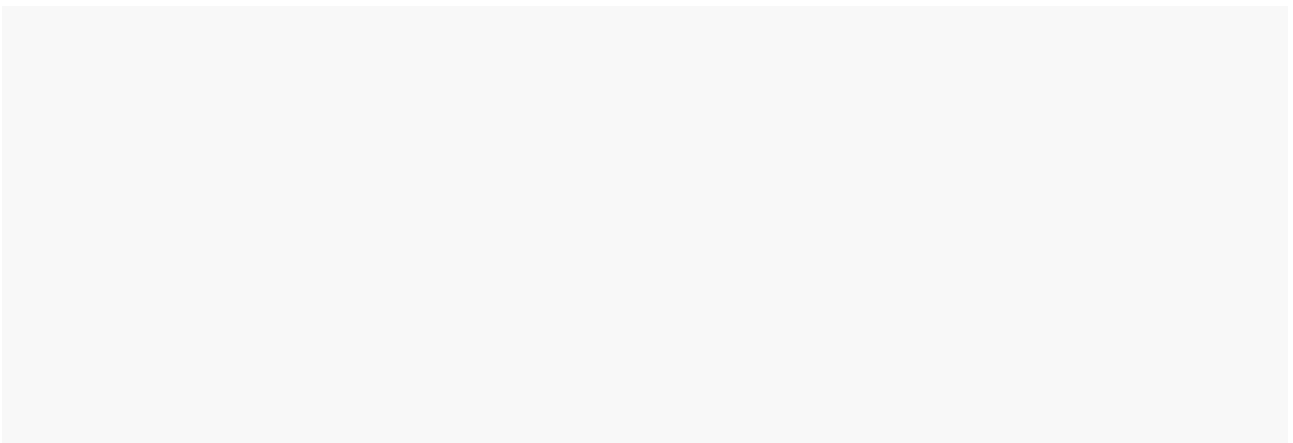
Another shot shows the same model lying on the floor and the rug, still holding her purse, while the camera moves in the same manner.

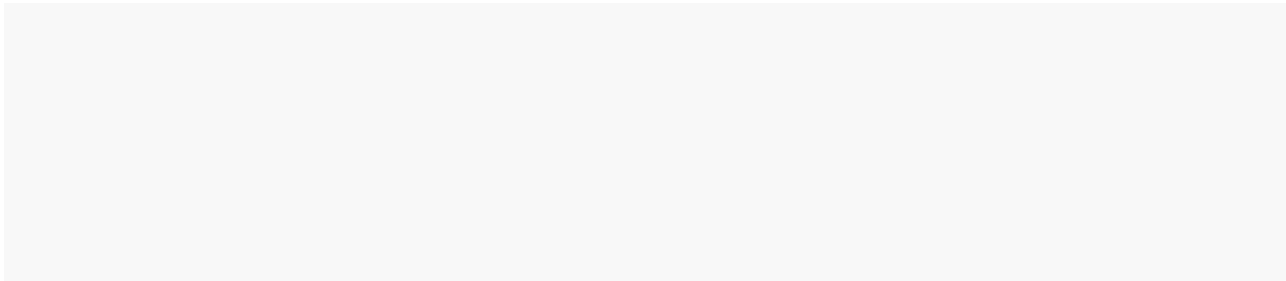


Prada's Encounter vignette

Two young girls are shown sitting on the fireplace leaning on one another. The camera comes closer, and one lays her head down on the other.

The film moves onto another room inside a home and moves in the same manner. Different pieces and accessories are shown from the collection as the film moves around the space.





The focus of our attention. #Prada365 #PradaPreFall17 #PradaEncounters

A post shared by Prada (@prada) on Apr 28, 2017 at 2:50am PDT

Prada's models featured in the film are Kris Grikaite, Nina Gulien and Selena Forrest. The score is from Proem.

Practices of Prada

The Italian fashion house also launched a new store image concept, selecting Porto Cervo, Sardinia, Italy as a testing ground.

Porto Cervo is a popular summer destination among the world's affluent on the Costa Smeralda of Sardinia. In the summer months, the seaside city hosts a number of luxury brand initiatives and pop-ups, with efforts by automaker Rolls-Royce and London department store Harrods counted in the mix, to build awareness in a relaxing, sunny atmosphere ([see more](#)).

While Prada Group saw signs of stabilization in the second half of the 2016 fiscal year, the Italian fashion company's revenues declined 10 percent for the full year.

The group's revenues for the year ended Jan. 31 were aligned with expectations, with a total 3.2 billion euros, or \$3.4 billion at current exchange. Prada, as with many other luxury players, has been instituting cost saving measures as it looks to create growth in a challenging climate ([see more](#)).

"Using videos that are shareable via social media is what captures the focus of the millennials who are more likely to share, like and browse to purchase," Ms. Troutman said. "Brands who focus on content that engage and attract the mobile astute demographics socially will land on top in this era of digital walls that are ever increasingly becoming blinders as consumers pick and choose which brands they will allow to approach them."

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