

APPAREL AND ACCESSORIES

## Prada pays homage to cinema with playful vignette

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*Prada's Cinema campaign*

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Italian fashion house Prada is blending whimsical themes with high-fashion class in its latest eyewear campaign.

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Prada's Cinema film features a woman spending the day at the movies, in a nod to the film industry. However, Prada does not lose its high fashion image, with a mystique tone throughout the vignette.

"Brands like Prada utilizing videos to showcase their product lines is new and novel in today's fast paced social networking environment," said Marci Troutman, CEO of SiteMinis, Atlanta, GA. "These aren't just your parents' advertising videos from back in the day, these are high gloss, high production value, full formed movie shorts that are easily digested globally as short-form media.

"Prada is a high-end luxury product, and this particular movie short plays into Prada's brand by showing art house movie content," she said.

### Cinema film

The film for Prada's spring and summer eyewear line starts out with a face peaking through a small crack in a door with light streaming into a dark space. Then the model can be seen dumping out a bag of marbles onto a tile floor.



*Prada's film*

She begins to get dressed and takes out a movie ticket from her wallet. She then examines a marble while holding it up to the sunlight.

While wearing Prada sunglasses, the model walks into what appears to be a theater. As she walks up to the ticketing booth, the camera pans behind the glass.

With only the hands of the woman and the ticket booth employee in view, a marble is exchanged through the window for the movie ticket.

She walks through the theater while still wearing the sunglasses and purchases a soda with a marble from an employee whose hand can only be seen.

The model checks her accessories at the coat check and in a similar manner, the employee cannot be fully seen and she pays with a marble.



*Prada eyewear campaign for Spring and Summer*

Alone in the theater, she sits and watches the film, while still wearing the glasses. Viewers can see her go through a range of emotions throughout watching the film.

#### Prada campaigns

Prada recently showed consumers a private look inside the intimate home of the Prada woman for its pre-fall 2017 campaign.

Bringing what feels like a still photography advertisement to life, Prada left 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 ([see more](#)).

Also, Prada has reimagined the fragrance category as a global atlas with the introduction of four unisex scents.

Described as pins on an imaginary map, Prada's unisex fragrances are additions to the brand's Olfactories collection, a niche perfume offering. As with fashion, fragrances are becoming increasingly genderless to allow consumers to select scents that speak to their personalities rather than their genders ([see more](#)).

"Short form media used to display a new product line is beneficial in capturing the attention of the millennials through a social media campaign," Ms. Troutman said. "The relaxing, simple atmosphere of the video is enticing and will draw in the viewers, which can boost the shares and likes of the film."

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