

APPAREL AND ACCESSORIES

## Prada film shorts make accessories natural part of life

May 31, 2017



*Prada Accessories uses a light touch to sell its products. Image credit: Prada*

---

By DANNY PARISI

Italian fashion house Prada is promoting its latest line of accessories with a new video series shared on Instagram.

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

The short videos provide a naturalistic, detailed look at some of Prada's most popular accessories. The series is shot in the manner of a montage, with close up looks at a woman's hands as she completes various small tasks around and outside a home, modestly showcasing Prada accessories and clothing in each shot.

### Accessorizing with Prada

Prada's accessories are consistently some of its most popular products, particularly its handbags and leather goods.

With that in mind, Prada released a four-part video series through its Instagram page to promote its accessories. Each episode gives viewers a look at Prada's accessories in a naturalistic setting.

Prada's episodes are approximately 30 seconds each, and have no narrative that is easily discerned. Instead, the videos are shot almost like the interstitial scenes of nature or mundanity that one might find in an art film.

The first episode, for example, features a young woman lighting a match, throwing a set of dice, snapping closed a Prada purse, trying on sunglasses and dangling a Prada keychain.



*A still from episode one of Prada Accessories. Image credits: Prada*

Each of these shots are shown in quick succession and filmed under soft lighting with a shallow depth of field, to give a hazy, summery vibe.

Additionally, the videos are completely without music, using only the ambient noise of each setting the chirping of birds or the hum of a fan, for instance as background.

Some of the products shown include Prada wallets, purses and jewelry, each depicted in a subtle way, as just one of the many small things the woman in the video is doing around the house.

In this way, Prada is positioning its products as an essential part of home life, something that blends in with all of the other everyday aspects of their lives while still standing out with pops of color and texture.

Finally, each video also includes a mention of the link listed in Prada's Instagram bio. A click-through redirects to a store page where consumers can buy the products on display in the video.

#### Subdued aesthetic

Prada's marketing campaigns recently have been taking a similar tone to this one, with a focus on vignettes that feature the brand's products and not an overt emphasis on the products themselves. For example, a recent Prada film for its eyewear used a night at the movies as the basis for its content.

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 sense of mystique throughout the vignette ([see story](#)).



*A still from episode one of Prada Accessories. Image credits: Prada*

However, other Prada campaigns have taken a more traditional bent, such as its recent pre-fall 2017 campaign video, which featured its products heavily.

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 ([see story](#)).

But this newest series presents a more subdued version of Prada's accessories, making them a natural part of a customer's life, rather than an event in and of themselves.

---

© 2020 Napean LLC. All rights reserved.

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