

APPAREL AND ACCESSORIES

Prada casts from behind the camera for fall campaign

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Prada's new campaign features Spanish film director Pedro Almodóvar. Image credit: Prada

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Prada is using its latest menswear campaign to turn the camera on a man who is typically behind it, making Spanish film director Pedro Almodóvar the star of its fall/winter 2017 menswear advertising effort.

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Mr. Almodóvar, known for his erotic and heavily political films made in the wake of the death of former Spanish dictator Francisco Franco, is coming into the spotlight for this campaign. In a new video and photo series promoting the line, the director is captured in pieces from the new collection in a variety of eclectic settings.

Behind the camera

Prada's new menswear campaign for fall/winter 2017 is predicated on the mainstays of the fashion house's design sensibilities: clean lines, bold patterns and high-quality materials.

To emphasize this, Prada is continuing its 365 campaign concept, which debuted earlier this year for spring/summer 2017, with a new video and photo series featuring Mr. Almodóvar, photographed by Willy Vanderperre.

The main thrust of the campaign is a short film featuring Mr. Almodóvar showcasing some of the new pieces from the collection in the same space as the fashion house's fall/winter fashion show.



Mr. Almodvar in front of a Prada ad. Image credit: Prada

In the video, Mr. Almodvar is seen walking quietly through the space, which has old Prada advertisements pasted to the walls as well as pieces of art, sculptures, paintings and other miscellany scattered around.

Mr. Almodvar, prominently featured throughout, explores the space, running his fingers along the art and staring wistfully at the walls.

The short film makes use of dynamic camera movement and quick cuts, features that are similar to some of Mr. Almodvar own films, including *The Skin I Live In*.

As the editing ramps up, the film is cored by an ambient, avant-garde orchestrated piece that emphasizes the somewhat surreal atmosphere of the film.

Menswear campaign

Prada has embracing a stylistically bold and diverse take on short film ads with a variety of spots with distinct visual styles.

Its most recent campaign for its accessories came in the form of a short, montage-like vignette.

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 ([see story](#)).



The film is a quiet experience. Image credit: Prada

Another video campaign was an intimate short film set in a family home.

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](#)).

Mr. Almodvar's involvement in the latest Prada campaign signifies the fashion house's commitment to filmmaking and celebrating the auteurs who inspire its own video advertising.

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