

APPAREL AND ACCESSORIES

Prada's paper clip-shaped accessory sells out at Barneys

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Prada's paper clip-shaped money clip is Made in Italy. Image credit: Barneys New York

By STAFF REPORTS

Italian fashion brand Prada has found itself being teased by the Internet due to a high-priced office staple.

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Prada offers consumers a wide range of products from ready-to-wear to leather goods and accessories. With its menswear stable, Prada also sells money clips, a preference for some consumers who do not like the bulk of a traditional wallet.

Hold it together

Money clips are often made from metals with a casing of leather surrounding the wallet alternative, adding to the piece's quality. Other designs are simple metal clips, but Prada is getting flack for designing a money clip shaped in the form of a paper clip.

Prada's money clip is made of polished sterling silver and includes the "Made in Italy" stamp emphasized by luxury brands.

The paper clip retails at department store chain Barneys New York for \$185, leaving many Twitter trolls asking why pay so much when actual paper clips are far cheaper.

Others were hopeful that Prada's money clip could solve life's problems as well.

\$185 for a paperclip? This thing better be able to hold my life together..

pic.twitter.com/IunW9Aiy25

FREDDY (@FreddyAmazin) June 22, 2017

Humor aside, as of press time, Prada's paper clip-shaped money clip is sold out on Barneys' Web site.

While it is unlikely that Prada will eventually jump on board to poke fun at its designs, retailer Nordstrom showed its

sense of humor by embracing viral confusion when it was selling a leather-covered rock.

Part of its holiday-themed Love, Pop-In concept shop, the leather-clad rock was selling for \$85, a price tag that was ridiculed on publications such as BuzzFeed and the Huffington Post and led to a bevy of consumer posts. Rather than shy away from the conversation, Nordstrom joined in, posting to social media about its controversial product ([see story](#)).

While Nordstrom's rock was real, some fake products have gotten the Internet into a similar furor.

Online retailer Lyst went viral courtesy of a controversial launch of a collection marketing dogs as fashion accessories.

After unveiling its "Canine Collection" in May 2016, the ecommerce site drew criticism from the RSPCA and concerned consumers, who were worried about the seemingly flippant attitude shown towards the dogs' well-being. After sticking to its narrative, Lyst revealed that the stunt was fake, and used its increased attention and mentions to spotlight the issue of "handbag dogs" ([see story](#)).

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