

APPAREL AND ACCESSORIES

Prada dresses Hollywood's "earthshakers" of tomorrow

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Image of Halston Sage from Flaunt's Prada-sponsored content. Image credit: Flaunt

By STAFF REPORTS

Italian fashion label Prada is aligning its fall/winter 2017 collection with some of Hollywood's up-and-coming stars by sponsoring a series in Flaunt magazine.

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The Los Angeles-based publication's "Drop, Cover and Hold On" feature finds actors who are poised to shake up the industry posing in Prada designs. While it often features award-winning and blockbuster talent in its marketing, Prada has also looked to emerging actors, allowing it to associate itself with stars on the rise.

Fashion film

Flaunt's editorial rolled out over a series of six days. Each actor is profiled in text, photos and video, allowing their dramatic skills to come through.

The actors featured include Halston Sage, Bria Vinaite, Lakeith Stanfield, Joe Keery, Sophia Lillis and Ben O'Toole. In the films presented by Prada, these actors recite text while standing in landscapes as diverse as the center of Los Angeles or a desert highway.

Included passages come from Steve Martin's "Pure Drivel" and John Fante's "Ask the Dust."

In addition to being featured on Flaunt's Web site and social channels, these films were published by Prada, extending the impact of the sponsored content beyond Flaunt's own audience.

Flaunt Film featuring Ben O'Toole, Presented by Prada

Many luxury brands are favoring video for sponsored content campaigns. For instance, Italian fashion label Gucci is working with Cond Nast men's magazine British GQ to investigate the influence a particular setting can have on a creator's vision.

Developed by Cond Nast Global Development, the native content campaign "The Performers" encompasses a series of five films that will run on both GQ and Gucci's digital channels from Feb. 3. Thinking outside the limits of a single post, a number of luxury brands have looked toward longer format content collaborations with publishers ([see](#)

story).

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