

APPAREL AND ACCESSORIES

## Prada creates contrast between apparel and architecture in resort effort

October 31, 2017



Prada's resort 2018 "Perspectives" campaign. Image credit: Prada

---

By STAFF REPORTS

Italian fashion house Prada is situating its resort collection in between past and present courtesy of an architectural backdrop.

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

The latest chapter in the brand's Prada 365 effort, which favors multiple vignettes over a single seasonal campaign ([see story](#)), finds model Kris Grikaite posing in Prada's sportswear-infused designs in front of a Belle Epoque building. Apparel brands often associate themselves with architecture, merging two distinct fields over a shared passion for design.

### Architectural accents

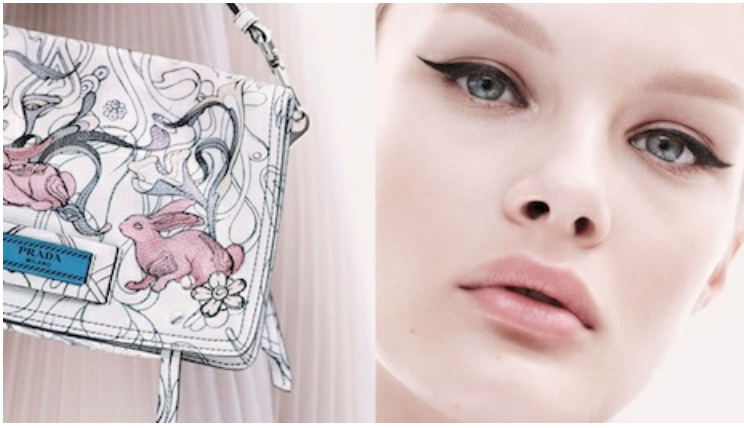
Prada's effort, titled "Perspectives," was shot in the Milan Osservatorio, which has windows overlooking the Galleria Vittorio Emanuele II. Built in the 1800s, the structure features geometric iron and glasswork.

Photographer Willy Vanderperre captured Ms. Grikaite's spontaneity in a series of shots and a film, which finds the model running and strolling along the Osservatorio's windows.

### *365, Prada Resort 18 Campaign*

Ms. Grikaite also stars in "Synthesis," another chapter of the campaign that focuses on the details of Prada's handbags. The model is featured alongside close-up images of the accessories, making a comparison between both of Prada's "fresh faces."

These handbags include updates of Prada's Cahier and Etiquette styles courtesy of new textures, colors and artwork by James Jean.



*Prada's Synthesis campaign. Image credit: Prada*

Prada's relationship with architecture goes beyond this campaign. The house recently paid homage to Chinese architectural heritage with the restoration of a 20th century mansion.

Named Prada Rong Zhai, this new Shanghai center for the brand officially opened with a live-streamed fashion show on Oct. 12. While Prada's activities may center on fashion, the label also pursues architectural preservation and innovation, with this project focused on the former ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.