

APPAREL AND ACCESSORIES

Prada weaves delivery drama in holiday shorts

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Still from Prada's The Postman Dreams 2. Image courtesy of Prada

By SARAH JONES

Italian fashion house Prada is giving its gifting push a filmic flair through a social video series.

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Prada's The Postman's Gifts effort for the holiday season features vignettes around its accessories, including a quartet titled "The Postman Dreams 2" serving as a sequel to the brand's 2015 series of the same name. While eschewing traditional holiday themes, the short films capture the spirit of gifting and generosity through surreal narratives.

"The Postman Dreams 2 video vignettes portray Prada in a fun, contemporary, whimsical and fantastical' way," said Jim Gentleman, senior vice president of account management and strategy at SK+G, Las Vegas. "Featuring the Prada Galleria bag as heroine, the videos showcase this item as a must-have' for the modern-day woman."

Mr. Gentleman is not affiliated with Prada, but agreed to comment as an industry expert. **Prada** was reached for comment.

Recurring dream

Prada's original "The Postman Dreams" premiered in 2015. This series of five shorts surrounding its Galleria handbag strengthened the label's relationship to cinema.

Filmmaker Autumn de Wilde's videos meld childhood fantasies with adult longings, a statement on fashion's innocent, youthful infatuation with beauty. The series was designed so that the shorts can be explored and viewed in any order, a new concept for Prada film ([see story](#)).

Now Prada is extending this effort through a second series, inviting Ms. de Wilde back to write and direct. Starring Elijah Wood as the titular postman and Emma Roberts, the first episode centers on an important delivery.

"The Bogey" opens with Mr. Wood speaking to an offscreen woman in Italian through a headset. Perplexed, he notes on the phone that the parking lot he is in is empty, but then sees his target.

As he strolls across the vacant spaces, Ms. Roberts comes into view alongside a vintage car. The actress is posing

while looking up at the sky.

Mr. Wood asks the starlet if she is alone, she replies, "Not really," nodding to a drone flying above her. The camera angle shifts to show a man hiding below the car, who gets on a walkie talkie to warn his collaborator that there is a bogey, referencing a film term for an individual who wanders on set.

The Bogey - The Postman Dreams 2

Ms. Roberts realizes that the Prada shopping bag Mr. Wood has been carrying is for her, and humorously hurries to the hood of the car to open the package in her heels. When she lifts the lid of a box to reveal the Prada handbag inside, she squeals with delight and runs to hug Mr. Wood.

Taking her appreciation to the next level, she invites her new friend to join her in her photo shoot.

Prada's *The Postman Dreams 2* continues with Mr. Wood facing another difficult recipient in the second installment, titled "*The Troublemaker*." Sasha Frolova plays cat-and-mouse with the postman, alternating between whistling and hiding around an otherwise deserted stadium.



Still from "The Troublemaker." Image courtesy of Prada

In addition to these shorts about its Galleria bag, Prada filmed "*The Postman's Gifts*," four shorts that depict its accessories as a varied cast of women interact in interesting ways with these items.

Housed on its Web site and shared across social channels, Prada's campaign is gradually being revealed.

"*The Postman Dreams 2* series takes advantage of the equity and familiarity created by the original *Postman Dreams* videos," Mr. Gentleman said. "It provides a point of continuity and consistency in the quirky, colorful and lighthearted world depicted by director Autumn de Wilde.

"The postman character's understated, humble approach to delivering the highly-desired Prada Galleria bag provides an intriguing juxtaposition that does a nice job of keeping viewers engaged."

Eccentric efforts

Holiday marketing does not need to reference snowy landscapes or Santa Claus to be effective.

British department store chain Selfridges, for instance, took consumers on a "Journey to the Stars" for the 2015 holiday season with an astrologically themed campaign.

The retailer's Destination Christmas diverted from the typical snowy atmosphere in favor of zodiac signs, using the personality profiles as a reference point for window displays, gifting merchandising and in-store events. Taking an out-of-the-box approach may help Selfridges differentiate itself from other retailers during the important holiday shopping season ([see story](#)).

British department store chain Harvey Nichols is paying homage to the culture, fashion, food and lifestyle of Italy with a festive campaign that looks beyond traditional holiday themes.

The retailer's "Britalia" campaign, supported by the Italian Ministry of Economic Development and the Italian Trade Agency, spans digital content, in-store events, product edits and window displays. For Harvey Nichols, curating this

whimsical Italian celebration may help differentiate it from other stores during this important shopping season ([see story](#)).

"The video's postman character symbolizes Prada's human touch and personalized service by delivering the ultimate gift, the Prada Galleria bag, in memorable locations and circumstances," Mr. Gentleman said. "Considering the holiday season is upon us, the gifting message comes through loud and clear."

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