

APPAREL AND ACCESSORIES

## Prada follows friends' summer journey in surreal short

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*Prada's "Summer Odyssey" portrays retro pastimes. Image credit: Prada*

By SARAH JONES

Italian fashion label Prada is ushering in the summer season through a short film that turns its latest collection into a character.

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Prada's "Summer Odyssey" follows a group of young friends as they head to classic hangout spots such as a diner and an arcade. Diverting from typical peppy summer scenes, Prada's short sets laid-back scenes with a group of stoic models.

"I love the fact Prada is intertwining travel as part of their brand," said Romey Louangvilay, communications director at [ELMNTL](#), New York. "Over the past few years, several luxury fashion houses have been infusing an element of travel into their campaigns."

"With the Prada video series, Prada becomes the obvious star," he said. "Summer travel is usually a time when younger consumers have their most fun."

"The video draws a comparison between the fun that they're supposed to have with the collection and the collection becomes the focal point as noted in the models' stoic expression. All else pales in comparison to the collection."

Mr. Louangvilay is not affiliated with Prada, but agreed to comment as an industry expert. [Prada](#) was reached for comment.

Classic tour

Summer Odyssey was released on social media in chapters, with each revolving around a specific setting.

The series kicks off in a Floridian motel as three friends partake in somewhat retro activities, from dialing a rotary telephone to watching a vintage television. Adding to the timeless feel of the film, the models are also shown playing with a deck of cards or reading a newspaper.

Communicating the slow pace of their summer lives, the protagonists lounge on the beds or floor.

Chapter two finds the trio eating at a diner. They sit at a table silently, stirring a coffee cup or staring out the window.

Eventually, they make plans via a note on a napkin, and the friends head out.

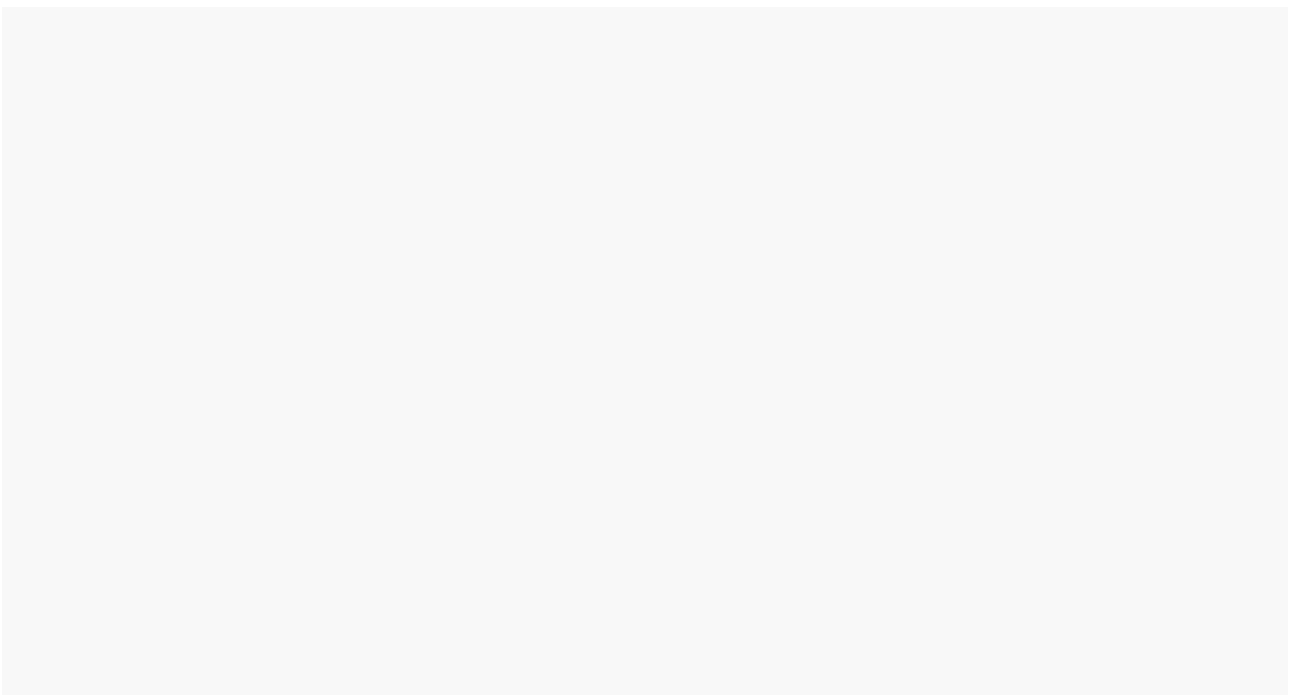


*Prada's campaign journeys to the arcade. Image credit: Prada*

The next stop for the Summer Odyssey is the arcade. Prada's protagonists play video games or air hockey while wearing comics-inspired attire.

At one point, a Prada purse becomes a game as a model attempts to pick it up with a claw crane.

Creating slightly surreal scenes, the models do not talk throughout the film. They also maintain stoic expressions rather than showcasing more ebullient summer attitudes.



Introducing Summer Odyssey, a film by #Prada presenting the #PradaSS18 collection. More via link in bio.

A post shared by Prada (@prada) on Apr 28, 2018 at 4:22am PDT

Summer Odyssey stars Ava Hawk McDean, Elibeidy Danis and Xavier Buestel.

Cinematic concepts

Prada often takes a filmic approach to marketing, creating campaigns that set surreal scenes.

The label recently turned models into graphic novel heroes in an advertising effort that blurred the lines between fiction and reality.

Part of Prada's spring/summer 2018 campaign, Real Life Comix promotes both its men's and women's lines by combining photography by Willy Vanderperre and illustrations from numerous artists. As luxury brands look to tell stories around their products, the comic book format has been adopted by marketers for its eye-catching style ([see story](#)).

Prada also frequently opts to go against the expected seasonal norms.

For instance, the brand gave its gifting push a filmic flair through a social video series.

Prada's The Postman's Gifts effort for the holiday season featured 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 ([see story](#)).

While putting a focus on narrative and content, Prada's efforts also spotlight its fashions. In this vein, Summer Odyssey blends entertainment and product promotion.

"Prada is speaking to a younger consumer who cares about quality," ELMNTL's Mr. Louangvilay said. "The video features a motel, arcade and fun on the beach, which are elements that mostly every young adult experiences during the summer. These experience directly relate to that consumer group.

"The video purposely incorporates experiences that most young adults can relate to," he said. "This shows them that they'll be the star in Prada and does a good job at showing how beautiful the collection is against the locations filmed.

"By relating experiences to the consumers, it helps them visualize how they could look in the clothes."

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