

APPAREL AND ACCESSORIES

Prada delves into iconic fabric with "futuristic fairy tale"

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Prada's "Nylon Farm" blends the natural and synthetic. Image courtesy of Prada

By SARAH JONES

Italian fashion house Prada is weaving a narrative around its signature Nylon textile through a shoppable science fiction series.

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Told in four episodes, "Nylon Farm" takes place in a futuristic facility where the fleece from cyborg sheep is sheared to make the synthetic fabric. After introducing the material decades ago, Prada is celebrating Nylon through design and storytelling.

"For Prada, their Black Nylon goods, especially their handbags, are iconic," said Lauren Bates, marketing manager and lead storyteller at [Blue Moon Digital](#), Denver, CO.

"The fabric is both futuristic and vintage," she said. "Instead of trying to recreate or rebrand themselves in any way, Prada's lead creative director and co-chief executive officer, Miuccia Prada, is breathing new life into a material that is a little misunderstood.

"I think that these shorts were created to highlight, and bring more understanding to, a material that has long been a staple in Prada's designs. After all, it was Miuccia Prada that started Prada's line of lightweight backpacks that centered around the use of the Black Nylon."

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

Synthetic wool

For Nylon Farm, Prada was inspired by sci-fi, including the work of Philip K. Dick. In a nod to the author's novel "Do Androids Dream of Electric Sheep?" that inspired the film "Blade Runner," Prada's multi-part short centers on cyborg sheep.

The first episode of Nylon Farm debuted on May 28, with subsequent chapters premiering through June 9.

Chapter one follows an employee as she goes to investigate an anomaly at the farm. Giving the film a futuristic touch, a robotic body scan grants her entry to the facility.

The woman also interacts with a digital board to uncover the issue. Having detected the problem, she heads to its location to do a manual reset.

Prada's film then reveals what the problem was, as the protagonist encounters a cyborg sheep whose head is glitching. She plugs a drive into a port on the animal, and a virtual screen appears above its body.



Prada's Nylon Farm. Image courtesy of Prada

After clicking a number of buttons, she solves the issue and heads back to base.

The series will focus on an investigation into the farm following a number of anomalies.

While set in the future, Prada's film was shot on-site at the group's industrial headquarters at Valvigna, Tuscany.

Alongside its fictional take on the origins of nylon, Prada also shared a craftsmanship film for the textile. This video follows the production process for nylon handbags from weaving to cutting and assembly.

Prada's online hub for Nylon Farm also includes shoppable links, so consumers can purchase their own pieces.

Prada Nylon Farm Ep 01

Prior to Nylon Farm, Prada exhibited the versatility of nylon by inviting four creative industrialists to develop their own product interpretations.

Popularized by its famous backpacks, Black Nylon has become an icon of Prada bags. Unveiled at the label's fall/winter 2018 menswear show, four architects and industrial designers have created uncommon product interpretations of the material ([see story](#)).

"Nylon, at its most basic form, is a synthetic polymer that has a proteinlike structure," Ms. Bates said. "So, the fact that they had the fabric come from 'sheep' blends this avant-garde technology with a more organic approach. Not that bringing in AI sheep is organic or natural by any means, but it makes a nod to the fact that the material was inspired by nature in structure.

"The setting is a perfect blend of futuristic architecture and nature," she said. "And with Prada's nod to nature, there is a curious futuristic, yet present day, aspect to the shorts.

"The fabric itself is both vintage and futuristic, but Prada has made it relevant in present day. To me, these shorts create a sense of nostalgia for the '90s Black Nylon bags while creating a very visceral want to carry their new line now and into the future."

Production yarns

While luxury brands frequently focus on sharing the realistic processes behind their goods, sometimes labels take artistic license.

For instance, French couture house Christian Dior highlighted its golden gift selection with a social video that took consumers inside an imagined automatous factory.

Dior's "Art of Gifting" campaign centered on a short film that followed the creation of some of its most iconic beauty products, as they travel down assembly lines. Since the products featured are at a more accessible price point, this may have helped Dior inspire consumers to add some "enchantment" to their holiday season with the brand ([see story](#)).

Beyond Prada, luxury brands have looked to science fiction-style content to add intrigue to their creations. BMW, for example, built hype around the BMW X2 with an elaborate launch film with a science-fictional twist.

The BMW X2 is the brand's latest addition to its popular X line of SUVs and launched in March. To celebrate the approaching launch of the X2, BMW created a launch film that presents the vehicle as a metaphorical escape from a

dystopic sci-fi world ([see story](#)).

"I think that Prada has really capitalized on the brand storytelling aspect of these films and have used foreshadowing and intrigue well," Blue Moon Digital's Ms. Bates said. "Consumers will want to know comes next.

"This use of storytelling and suspense will keep consumers wondering what's next, which will lead them back to the site," she said. "And when you're a brand, your site is exactly where you want them to be."

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