

APPAREL AND ACCESSORIES

Prada makes special delivery in filmic project

October 12, 2018



JK Simmons for Prada. Image credit: Prada

By SARAH RAMIREZ

Italian fashion label Prada is turning to an unexpected leading man for a cinematic campaign around its Cahier handbag.

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Academy Award-winning actor J.K. Simmons stars in Prada's three-part series directed by filmmaker Ryan Hope. With Mr. Simmons as the common denominator alongside a trio of women, Prada is using the vignettes to highlight women's dynamic identities.

"The Delivery Man is the main character," said Lauren Bates, marketing manager and lead storyteller at **Blue Moon Digital**, Denver, CO. "This is a departure from most fashion houses' campaigns as a woman is typically the main character, since that is often who fashion houses are speaking to.

"The women in these shorts are co-starring with J.K. Simmons, but their characters aren't threaded throughout the entire narrative," she said. "The Delivery Man is driving the storyline forward."

Personal delivery

As the Delivery Man, Mr. Simmons is on a mission to ensure that the Prada Cahier handbag safely arrives at its destination.

"Midnight Request," the first vignette in the series, begins with Mr. Simmons facing down flying knives while actress Pom Klementieff holds court at a nightclub. She wears her blonde hair slicked back and an embroidered tulle dress complimented with evening gloves.

Embedded Video: <https://www.youtube.com/embed/xpfnKMEq96Y>

Part one of Prada's "The Delivery Man" series with J.K. Simmons

As Ms. Klementieff tells a riddle about three blind men, the Delivery Man is speeding across the city to arrive at the club. Mr. Simmons wears a sleek, tailored Prada suit.

When he sees the line to enter the club, Mr. Simmons walks back to his luxury sedan and opens the trunk to reveal a Prada gift bag. He then walks to power box outside the building.

Inside, while Ms. Klementieff continues regaling other patrons, the room goes dark to gasps.

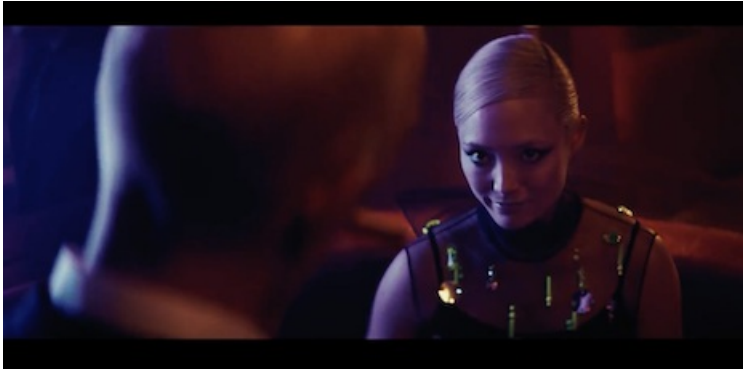


Image credit: Prada

Suddenly, a flame appears as Mr. Simmons lights a cigar with a match. He makes eye contact with Ms. Klementieff, who then notices a Prada gift box on the table in front of her.

She eagerly opens the box to reveal a cerulean Cahier leather shoulder bag. When she looks up again at the Delivery Man, the scene goes dark.

Prada will be releasing two more episodes with Mr. Simmons, "Women's Best Friend" and "Priorities of Love."

Exploring **identities**

The fashion label has been exploring women's different identities in recent films.

For its new eyewear collection, Prada released a campaign that celebrates femininity and is inspired by the power of film.

The Prada Cinéma Evolution campaign features a television commercial within a short film. Along with playful changes in perspective, the film asks viewers if they are the observer or the observed ([see story](#)).

Prada also introduced its fall/winter 2018 collection with a short film that plays to women's evolving identities.

"Neon Dream" stars model Amanda Murphy during an evening in Las Vegas, a distinct city known for its brashness. Along the way, she meets actress Sarah Paulson and drag queen Violet Chachki, who help to convey the idea of changing personas.

The shifting characters Ms. Paulson and Ms. Chachki play reflect the different roles women may play in their everyday lives. Over the course of the film, Ms. Murphy goes from observing her environment to actively participating in it ([see story](#)).

In addition to analyzing femininity, Prada has also been involving more character actors in its campaigns.

"Prada has been capitalizing on the use of cross-generational celebrities, like Sarah Paulson, and in this case J.K. Simmons and Pom Klementieff," Ms. Bates said. "These celebrities are recognizable and arguably mainstream, to an extent, but not traditionally individuals that one might associate with a fashion house.

"Prada has always had an edge to them so the fact that they are choosing actors that are edgy as well is a testament to their brand," she said. "These characters are mysterious and in a strange way, almost relatable."