

APPAREL AND ACCESSORIES

## Prada pushes individualism with photography project

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Image credit: Prada

By SARAH RAMIREZ

Italian fashion label Prada is appealing to youth culture through a new project in partnership with *Vogue Italia* that looks to diverse urban centers for a sense of authenticity.

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High-end streetwear is becoming a more popular category among affluent millennials and Generation Z. Prada is hoping to tap into this growing segment with a photography campaign curated by *Vogue Italia*, focusing on the brand's Cloudburst sneakers.

"Prada's Cloudburst sneakers appeal to a youthful, progressive and urban audience," said Jim Gentleman, chief strategy officer at *SKG*, Las Vegas. "This campaign supports that ethos by featuring three talented, up-and-coming photographers capturing intimate, playful moments across three dynamic cities in Asia and Europe.

"The sneakers in these scenarios are just as much interesting characters as the people wearing them," he said.

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

Kicking back

Prada's "Cloudbust Landing 2" series paired three photographers with different cities and motifs. The first is Japanese photographer Kenta Nakamura's Intimate City, set in Fukuoka.

For a unique take on urban culture, a group of friends play games together in a small space, all wearing their chunky, neon Cloudburst sneakers. They are also dressed in Prada pieces, including colorful tulle dresses and cotton button-downs.

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#PradaCloudbustLanding sees a beloved metropolis from a unique perspective. Here: #Fukuoka by #KentaNakamura. - Photographers from around the world capture their friends and #PradaCloudbust on film a nod to the origins of #Prada's fashion sneaker revolution, started in the 1990s. Featuring #PradaFW18. More on Prada.com via link in bio. @hanahanamegane17 @vogueitalia

A post shared by Prada (@prada) on Oct 19, 2018 at 4:02am PDT

### *Instagram post from Prada*

An intimate short film also accompanies the photographs and includes a glimpse of the group walking around the city. With the feel of a home movie, it offers a closer look at the group of friends and embodies similar to the content one would expect young people to create and share with one another.

With just brief looks at these individuals, Mr. Nakamura is still able to create an authentic portrayal of friendship dynamics among younger consumers.

Prada has yet to reveal the upcoming collaborators, but the themes have been announced as The Open City and The City After Hours.

"Unlike a lot of fashion advertising which is overly produced and staged, Prada's campaign for Cloudburst feels more spontaneous and raw almost like an Instagram feed or Snapchat Story," Mr. Gentleman said. "This understated approach makes sense considering the intended audience."

### Prada efforts

Prada continues to turn to themes of friendship with a dose of mystery in its marketing efforts.

The label recently heightened its menswear initiatives in tandem with its fall/winter men's show in a film campaign that mirrors the runway.

A Prada warehouse acts as the setting for the new advertising campaign, but it is more of a mystery when viewers

realize it is essentially just a mirage. Paranoia and confusion are a few of the feelings Prada's film conveys as viewers watch three actors walk around the space with their thoughts being the only things that can be heard ([see story](#)).

This spring, Prada's "Summer Odyssey" followed a group of young friends as they headed 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.

Similarly to Prada Cinema Evolution, Summer Odyssey featured three models partaking in somewhat retro activities, from dialing a rotary telephone to watching a vintage television and playing cards ([see story](#)).

"The Cloudburst campaign is vibrant, fashion-forward, and diverse with an international flair, in line with Prada's sense of cutting-edge style and individuality," Mr. Gentleman said.

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