

APPAREL AND ACCESSORIES

Prada exhibits merger between men's, women's campaigns

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Prada's still campaigns support its films. Image credit: Prada

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Italian fashion label Prada is leaning into the intersection of menswear and women's wear while still maintaining separate factions in its new campaign that borrows from the film industry.

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Citing inspiration from the movies, Prada has created a series of films with a complementary still campaign that acts as movie posters. Prada is releasing both its men's and women's spring/summer 2019 advertising campaigns simultaneously, following a recent runway show featuring collections for both genders.

Men and women

Prada's campaign and recent runway show strategy represent a shift in the market in which men's and women's lines are coming closer together.

The Italian fashion brand is launching its spring/summer campaigns in tandem, and with similar cinematography instead of operating as completely different entities.

Just two weeks ago, Prada held its fall/winter show, which also featured both lines together.

Inspired by the motion picture universe, the [#PradaSS19](#) Mens collection comes into focus with two suspenseful short films. Watch them now at <https://t.co/9RpoZ8dpuQ>.

[-#Prada #Prada365 pic.twitter.com/zs0QQFIUGz](#)

— PRADA (@Prada) [February 1, 2019](#)

One of the label's menswear campaign films features the collection on men coming home from work to environments that boast a distinct Prada personality. The film is very stylistic and makes no attempt at making the viewer believe these are real apartments, with each of the men visible throughout both spaces.

A man comes home and takes off his coat and bag, while peering into another apartment. As he stands at the window, another man in a hat can be seen in the background walking into his home, where he does the same.

The film continues in a disorienting manner as the first man peers with binoculars into the second man's home, who appears both in front and behind.

Prada's still campaign for menswear features similar looks and cinematography as the film.

Another men's film, accompanied by the same score written by Frédéric Sanchez, features a similar motif of a man getting ready for work. He chooses his outfit, grabs his things and puts a flashlight in his bag before heading to the office.

Signifying the end of day, the once bright white room is now dark with intricate lighting. The man carefully closes his laptop and then wipes it off.

He puts on his gloves and jacket and walks home, taking out the flashlight to guide his way.

Embedded Video: <https://www.youtube.com/embed/j6-0jjFWqe8>

Prada's film

Prada states that other films are to be released throughout February, including five new women's films under the same concept. All of the shorts are directed by Willy Vanderperre with Benoît Debie as director of photography.

Prada 365

The spring/summer campaigns are a part of the fashion label's Prada 365 program, which focuses on multiple storylines rather than a single seasonal concept.

Previously, Prada heightened its menswear initiatives in tandem with its fall/winter men's show in a film campaign that mirrored the runway.

A Prada warehouse acted as the setting for the previous advertising campaign, but in the film, it becomes 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](#)).

Just a few months before that, Prada also reimagined its resort 2019 collection in a cinematographic short that straddled the fantastical and reality.

Prada imagined its short film as an avant-garde take on contemporary life, balancing themes of rationality and imagination. The women and men's collections for Prada 365 were modeled in this moving photographic campaign ([see story](#)).