

APPAREL AND ACCESSORIES

Prada looks to music for brand personification

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Prada debuts official channel on Spotify

By STAFF REPORTS

Italian fashion label Prada is the latest brand to head to the auditory world, taking on the role of a DJ.

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Prada has launched an official channel on Spotify, where fans of the brand can immerse themselves in the label's lifestyle. The channel's launch begins with the soundtrack to the brand's current spring/summer campaign.

Fashion and music

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

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 ([see story](#)).

The campaign features an original score by French musician Frdric Sanchez, which is featured on Prada's new Spotify channel.

Prada has created playlists to embody each leg of its campaign.



Prada's 2019 spring campaign. Image credit: Prada

The men's spring summer campaign is split up into two playlists, with the original score kicking off the list followed by a variety of songs that embody the campaign.

For Prada's women's campaign, each model featured has her own playlist, also with songs that the label feels embodies the theme of the woman and her look.

At time of press, Prada has so far released seven playlists, one for each model titled Sidonie, Belle, Margit, Sybille and Odette, as well as the two for its general men's campaign.

The brand announced its new channel through a consumer-facing email campaign, linking to the official Prada Spotify page.

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