

APPAREL AND ACCESSORIES

## Prada shows how making its bags is a science

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*Prada shows the making of its Panier bag*

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By BRIELLE JAEKEL

Italian fashion label Prada is focusing on craftsmanship in a different way than many of its competitors, looking at machinery rather than its hand-made strategy.

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Highlighting craftsmanship in film and video is nothing new for luxury brands, as they all look to emphasize their quality, which is an excruciatingly important factor for consumers. But Prada chose to show viewers a more factory-driven form of manufacturing in its latest IGTV video.

"The Prada allure has never been about the handmade," said Thoma Serdari, brand strategist at **Brand Lux** and professor of luxury marketing. "The brand's soul has been about imagination, conceptual design and quality. This look behind the scenes in the making of a classic Prada Panier bag reveals the precision that the brand aspires to achieve for each one of its products.

"A single station, rather than a line, is where the making of each Panier takes place. The futuristic atmosphere alludes to a distant future in which Prada will still be delivering products of high quality."

Machines and the man

Despite the setting of the film, Prada maintains its high-fashion stylization in a theme that is still inherently on-brand.

The score of the video features electronic tones very similar to other Prada films, but it also has a mechanical air to it.

Prada's latest film, featured in the typical vertical IGTV format for an easier mobile user experience, begins with a variety of bags seemingly floating in a black void amongst the name, "Prada."

A man in a white lab coat walks up the stairs of an all gray and white building in a seemingly sterile environment, likely alluding to the idea that making Prada bags is a science.

Viewers are brought into the Prada technological manufacturing world as machines whir and laser printers begin their jobs. The machines make cuts in the fabric, with buttons controlled by the man in the lab coat.

Pieces of an unassembled Prada bag are then showcased in front of a black backdrop, with the man holding each piece out one-by-one.

Placed strategically on a cart, the pieces of the bag are transported to another part of the facility. A combination of hand craftsmanship and machinery is used to assemble the bags.

The music begins to swell and two Panier bags, one in red and one in white, are showcased.

Prada ends its film with the hashtag #PradaMakingOf and the name Panier.

[View this post on Instagram](#)

The #PradaPanier bag combines simple design, expert craftsmanship, cutting edge research and meticulous attention to detail. Its contemporary feel stems from a refined production and unique combination of traditional techniques and highly innovative methods.

A post shared by Prada (@prada) on May 17, 2019 at 1:09am PDT

### *Instagram post from Prada*

Prada chose director Tommaso Ottomano for its craftsmanship short, showing off its authenticity to its roots, as the filmmaker is based in Milan.

### *Prada's digital prowess*

Prada's video is the latest on IGTV, one of Instagram's newer products focusing on long-form video. The Italian label, like many other luxury brands, was quick to jump onto the new trend, as well as many other new Instagram rollouts.

The social media network is working to streamline the shopping journey for users, allowing them to purchase items from brands directly without leaving its application.

Prada was one of many other luxury brands as the first to roll out Instagram Checkout. After making itself nearly invaluable for brands with the help of an expansive audience and a suite of advertising tools, the Facebook-owned platform is looking to facilitate an end-to-end purchase journey from discovery to conversion ([see story](#)).

In addition to Instagram, Prada is looking to beef up its online offerings as a whole.

Prada has extended its partnership with software developer Adobe to drive a more analytical approach to its customer experience.

The label will tap Adobe's technology for a worldwide network solution for customer experience management for added personalization. The partnership is part of Prada's digital transformation plan that launched two years ago, which focuses on one-to-one relationships with customers ([see story](#)).

"This video is modern and speaks of cutting edge technology incorporated in Prada's production. It offers the same type of fascination the viewer discovers through several of making' videos that have become a genre of their own on social media," Ms. Serdari said. "It is bright, modern, and dynamic. It grasps the viewer's attention through the suspense in which each detail is delivered and builds up admiration for the end product, the Panier bag."

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