

APPAREL AND ACCESSORIES

Prada promotes originality in futuristic film

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Chinese pop culture icon Cai Xu Kun appears in Prada's fall/winter 2019 campaign. Image credit: Prada

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Italian fashion label Prada is celebrating individuality through a science fiction-inspired film for its fall/winter 2019 campaign.

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Prada enlisted Chinese singer and pop-culture fixture Cai Xukun and multimedia artist Cao Fei to create "Code Human." The collaboration balances an appeal for authenticity with outreach to the increasingly influential audience of young affluent Chinese consumers.

Code Human

The short film begins with industrial doors opening to reveal outer space.

Aboard a space craft, Mr. Cai walks down a hallway lined with people dressed in black clothing and loafers. Each person is expressionless and wears identical mechanic headsets, resembling clones.

Cai Xu Kun comes face to face with his own clones in a new Prada campaign

An archway identifies the hallway as the "Autopoietic Area," referring to a system capable of reproducing and maintaining itself.

Mr. Cai stands out from the others, as he is dressed in an electric yellow T-shirt and backpack. He ventures deeper inside the facility only to find a frozen clone of himself, who wears an ice blue tuxedo with jeweled embellishments.

Inside the lab, some of the workers wear masks, concealing their true identities, and other scientists are dressed in suits.

Images begin to flash at faster speeds to reveal snippets of the clone process. The electronic score swells to heighten the tension.

More clones of Mr. Cai are slowly revealed. Unlike the earlier clones, each wears a different casual outfit, such as a black button-down with pink- and red-outlined lightning bolts.

As the full clone lineup is quickly revealed on a circular stage, the screen dips to white and plays the end credits.

Prada productions

Prada's campaigns often have a cinematic quality that also encapsulates the eccentricity behind the label.

In a recent effort, Prada focused on craftsmanship in a different way than many of its competitors, looking at machinery rather than its hand-made strategy.

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 ([see story](#)).

The fashion label also leaned into the intersection of menswear and women's wear while still maintaining separate factions in its campaign that borrowed 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 released 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](#)).

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