

APPAREL AND ACCESSORIES

Prada rethinks advertising by taking campaign into the everyday

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Prada's resort 2020 campaign brings together fiction and reality. Image credit: Prada

By SARAH JONES

Italian fashion house Prada is looking to take its latest advertising effort beyond a static set of images by enabling consumers to immerse themselves in the campaign world.

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Prada's "Seditious Simplicity" campaign blurs the lines between fiction and reality, as the effort debuts in ordinary yet unexpected placements at flower shops in major cities. Through this campaign, Prada is communicating that its fashions are meant to be lived in, while also building on luxury's increasingly inclusive positioning.

"The most effective advertising campaigns are the ones that successfully engage the consumer and raise awareness about the product in the most organic of ways," said Christos Joannides, founder/creative director of **Flat 6 Concepts**, Beverly Hills, CA. "This approach is a subtle yet bold attempt in bringing in the customer and making him part of it.

"In the age of social media, gone are the days of the one way conversation," he said. "People want to interact."

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

Advertising meets life

Prada's resort 2020 campaign features an ensemble cast of faces, including Freja Beha Erichsen, Lexi Boling, Sara Blomqvist, Stella Jones, Xiao Wen Ju, Xara Maria, Vik Nahishakiye, Ashley Radjarama, Kyla Ramsay, Toni Smith, Qun Y, Freek Men and Yang Hao.

As part of its exploration of duality, Prada tapped two photographers who specialize in capturing humanity. Images from New York-based portraitist Drew Vickers and Japanese street style photographer Keizo Kitajima appear together.

Opening the campaign film is a shot of photos being printed. Subverting the expected, the portraits that are being put to paper are moving.

In an art-imitating-life touch, the models are shown in the campaign on the move. Along with toting Prada handbags,

the faces of the effort hold floral bouquets wrapped in campaign imagery.

Prada's resort 2020 campaign

The viewer is left wondering which came first, since some of the campaign imagery featured on the flower wrappings depicts another model holding a bouquet.

Taking this concept to the streets, Prada is unveiling the campaign at a number of fresh flower shops around the globe, including London, Paris, Tokyo, Shanghai, Moscow and New York.

On social media, Prada is documenting fashion figures and influencers including Grace Coddington as they discover these branded floral arrangements and take part in the experience.

[View this post on Instagram](#)

Flower shoppers @therealgracecoddington, @lynakhoudri, @blondey, @cici_xiang, @museummammy, @mei_nagano0924official, @louisevollain and @tomma0411 were surprised to find #Prada on their fall bouquets. Celebrating the #PradaResort20 collection, flower shops worldwide are integrating fresh images of the new season into the exquisite everyday experience of buying flowers, subverting conventions of advertising. Pick one up, or discover more via link in bio.

A post shared by Prada (@prada) on Nov 18, 2019 at 2:48am PST

Instagram post from Prada

"We have all done it - when you unwrap flowers wrapped in newspaper or magazines, you tend to look at the photos or news print on the wrapping appear itself," Mr. Joannides said. "The people behind the campaign know this and

they amplify it to the fullest extent by placing face on the whole wrapper.

"As humans we are drawn to human faces and that seems like the natural approach," he said.

By taking a photo with a bouquet, consumers become a part of the campaign's conversation.

If they do not live in one of the chosen cities, consumers can also insert themselves into the effort through a digital experience. Housed on a Web site accessible by QR code, the experience enables consumers to take a photo of themselves and pick a handbag and flowers to create an image that can be shared on social media.

Campaign evolution

Prada has previously toyed with new advertising formats, creating a content strategy catering to the demands of social media.

In 2017, the house reformulated the traditional seasonal advertising campaign with a multifaceted story that showed off its spring/summer collection as varying identities.

Prada, 365 is the designer's new method of imagining a traditional advertising campaign. Instead of just one campaign to last the season, Prada has introduced five interpretations of the same story of which content will be released throughout the year ([see story](#)).

The brand has also been taking a more unisex approach towards advertising.

Prada leaned into the intersection of menswear and women's wear while still maintaining separate factions in a campaign that borrowed from the film industry.

Citing inspiration from the movies, Prada created a series of films with a complementary still campaign that acted 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](#)).

This latest effort enables Prada to surprise consumers with an unexpected out-of-home display that they can take home, turning the campaign into an experiential marketing endeavor.

"Prada needs to show relevance, accessibility to its product and exemplify their sophisticated approach of simplicity and timeless elegance," Mr. Joannides said. "And most importantly getting its message across.

"The fact that giving flowers is a universal elegant but yet simple gesture for showing love, appreciation and affection, Prada subliminally wants you to see the elegance in that simplicity and thus equate it with its whole ethos and brand," he said. "When you think about it this could have been something that Zara, H&M or MUJI could have done. Basic with a twist.

"Prada has always been at the forefront of simplicity with a twist. And I think this exemplifies just that."