

APPAREL AND ACCESSORIES

## Prada plays with acronyms in menswear spring summer 2020 ad campaign

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*Nicolas Winding Refn (@nicolaswr) attempts a redefinition of #PRADA in the #PradaSS20 Men's campaign by #DavidSims. Image credit: Prada*

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By STAFF REPORTS

There is an optimistic rhythm to Prada's spring summer 2020 menswear ad campaign.

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The Italian fashion label has enlisted musician Frank Ocean, actor Austin Butler and director, screenwriter and producer Nicolas Winding Refn who represent current and future archetypes of the hyper-fragmented mindset of tomorrow.

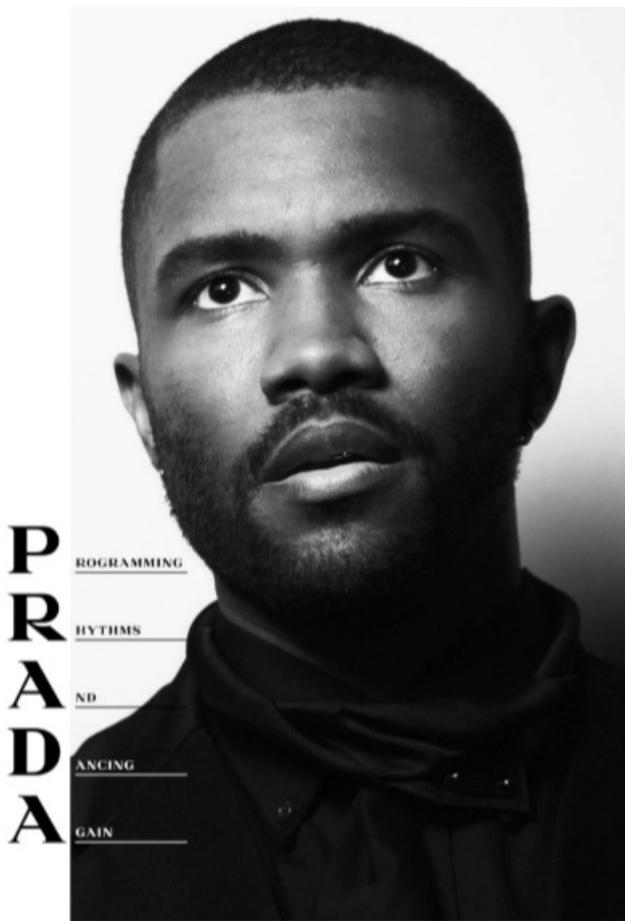
"Each embodies a single identity of the Prada man, one aspect, one outlook, multiplied by each image, each definition," Prada said in a statement. "They are representations of the legion individuals that comprise the collective."

Word game

Indeed, the video and campaign photography is a demonstration of Prada's contrarian approach to defining oneself, which is currently the rage of a social-fueled generation.

The **campaign**, put simply, is simply Prada being Prada.

David Sims shot the campaign under Prada creative director Ferdinando Verderi's supervision.



*Frank Ocean plays with the #PRADA acronym, reinventing conventional identity. Image credit: Prada*

Each of the models uses words to define themselves, be it lyrics of a song or words of a script to reflect a blueprint, template for life and living and for feeling.

In the three videos, words are used to redefine the image and attempt to define the indefinable, which, according to the label, is Prada.

Abstract ideas, thoughts and notions influence the acronyms. As Prada puts it, they provoke, sometimes adding context, sometimes positing a contradiction, always sparking thought.

"Acronyms become a playful metaphor for a confident embracing of the indefinability of the idea of Prada itself," the brand said. "They are juxtaposed with images, which amplify the defiance of a notion of consistent or conventional identity.

"An intentional display of duality, multiplicity, constant reinvention and renewal is a vital element of performance. Through music, in movies, on stage, creatives re-address and realign perceptions, reframing the self and their own invention."

*Prada Menswear Spring/Summer 2020 Advertising Campaign - Optimist Rhythm*

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