

APPAREL AND ACCESSORIES

Prada, extending campaign to book, asks consumers to create own acronym with brand name

February 18, 2020



Prada takes its acronym campaign to the next phase to make its spring/summer 2020 collection stand out. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

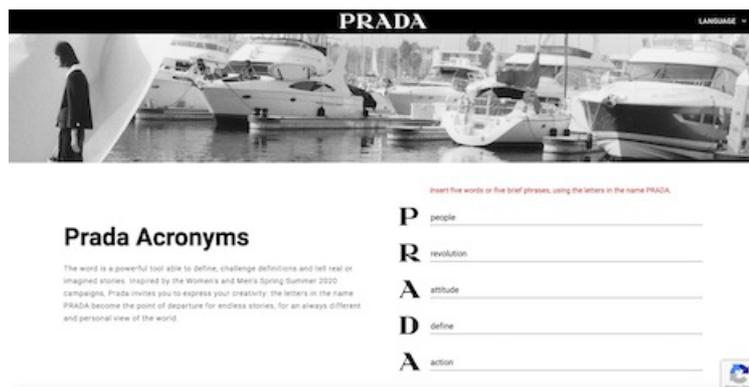
Piggybacking off its men's and women's spring/summer 2020 campaigns, Italy's Prada is now inviting consumers to create their own personal acronym using the letters in the name Prada.

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Called Prada Acronyms, the campaign extends the playful nature of the overall effort to culminate in a limited-edition book collecting the best acronyms.

"The word is a powerful tool able to define, challenge definitions and tell real or imagined stories," Prada said on its site.

"Inspired by the Women's and Men's Spring Summer 2020 campaigns, Prada invites you to express your creativity: the letters in the name PRADA become the point of departure for endless stories, for an always different and personal view of the world."



Consumers are asked to use their imagination to come up with acronyms using letters in the word Prada. Image credit: Prada

Article of faith

Visitors to [Prada.com](https://www.prada.com) have to enter their first and last names, along with an email address to participate.

Prada also offers the option for those over 16 years to opt in to subscribe to its newsletter service a neat way to build an owned database.

Then, participants are asked to insert five words or five brief phrases using the letters in the word Prada.

Once those steps are complete and the name and email fields filled, this message is seen on the screen: "Thank you for sharing your personal acronym."

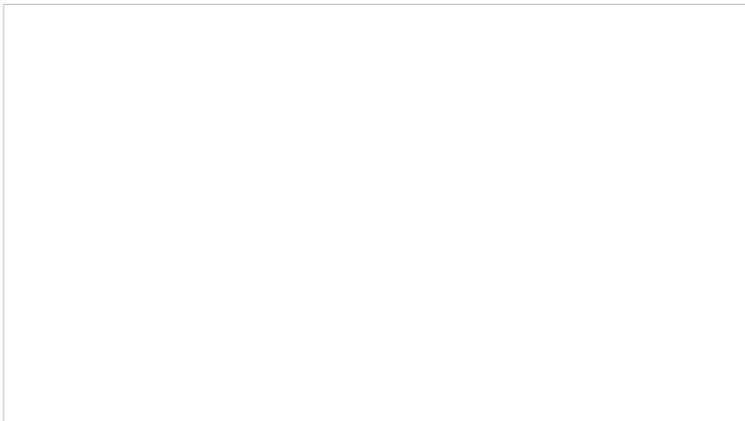
Submissions have to be sent in by March 2.

This effort comes five weeks after Prada broke its Acronym campaign.

There was an optimistic rhythm to Prada's spring/summer 2020 menswear ad campaign ([see story](#)).

The Italian fashion label 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 at the time. "They are representations of the legion individuals that comprise the collective."



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

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.

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 ad campaign

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