APPAREL AND ACCESSORIES

Prada collaborates with Sotheby's for fall/winter 2020 campaign

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In lieu of a traditional advertising campaign, Prada is having an auction for fall/winter 2020 Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian fashion label Prada is teaming with auction house Sotheby's for a charitable endeavor in place of a traditional advertising campaign for the fall/winter 2020 season.

Prada x Sotheby's "Tools of Memory" will celebrate the label's impact on fashion through an auction of the garments and props from Prada's fall/winter 2020 men's and women's runway shows. Online bidding will take place from Oct. 2 through Oct. 15, with proceeds benefitting UNESCO educational programs.

Tools of Memory

Prada and Sotheby's have begun teasing lot listings, with the full auction catalog expected to be published in September. Auction items will also include print photographs, show invitations and other one-of-a-kind treasures.

> The #PradaFW20 campaign is, for the first time ever, an #auction. Benefiting @unesco, men's and women's piecesas well as show ephemera, runway dcor, photo prints by @borntobe nervous, @gigihadid, and morewill be up for bid. Take a first look: https://t.co/hXmo8QvHUG. pic.twitter.com/gwZKSLV4s3
>
> PRADA (@Prada) July 20, 2020

Tweet from Prada announcing the campaign

The fashion label has turned to more engaging campaigns this year, seeking active participation from consumers and fans.

As part of its men's and women's spring/summer 2020 campaigns, Prada invited consumers to create their own personal acronym using the letters in the name Prada.

Called Prada Acronyms, the campaign extended the playful nature of the overall effort to culminate in a limited-edition book collecting the best acronyms (see story).