

APPAREL AND ACCESSORIES

Prada picks consumer brains with inquisitive dialogue project

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Prada Spring/Summer 2021 collection. Image credit: Prada

By NORA HOWE

Italian fashion house Prada is opening the conversation in a new campaign, encouraging consumers to answer and reflect on profound questions.

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Prada's spring/summer 2021 "Dialogues" campaign examines the influence of technology and how fashion echoes the realities of a contemporary society, with an assist from user-generated content. As technology shapes modern life, it continues to redefine how human beings see themselves and others.

Prada asks

As the first collection created in collaboration by Miuccia Prada and Raf Simmons since he joined the brand in early 2020 ([see story](#)) and under the artistic direction of Ferdinando Verderi, the campaign was shot using hundreds of cameras circling models in 360 degrees, capturing a variety of angles and points-of-view.

Alongside each image, Prada poses a different question in regards to perceptions of self, views on technology and ideas of humanity such as diversity, inclusivity and sustainability.



How is unique different from new? Image credit: Prada

Additional questions in the campaign include: Is future a romantic idea for you? What role does function have? Is new still relevant? Do you think in language or in images? Is creativity a gift or a skill?

Other questions are more personal: Are you confident enough to accept your contradictions? Do you speak more freely online? Should we slow down or speed up?

As part of the philosophical campaign, the brand encourages its audience to submit answers to these questions, creating an open dialogue. Answers to each question may be submitted through prada.com and will become components of the campaign's continued rollout.



Can something be truly new? Image credit: Prada

Technology has enabled people to communicate regardless of space and time, drawing individuals together even when worlds apart. Prada's inspiration for this campaign was founded on the idea that if technology is a tool, fashion can be a tool a cultural barometer.

With the "Dialogues" campaign, the label uses fashion to speak literally to its audience, creating a document of its time.

Consumer connection

Fashion brands have recently been looking to engage with their consumers on genuine and intimate levels, as consumers seek to nurture authentic connections with the brands they admire.

In 2017, Prada launched the fourth edition of its Prada Journal project, a multimedia campaign that relied on user-generated content to make up its bulk. Prada Journal asked fans to send in their own images, whether photographs or illustrations, along with text that tells a story ([see story](#)).

In early 2020, British fashion label Alexander McQueen rolled out an innovative way to engage its audience each week with a social media-driven concept called #McQueenCreators. McQueen encouraged its creative community to work together from home on a series of projects.

Each week, consumers were asked to find a sketchbook and chosen materials, choose a picture from a series of images, then sketch, color or paint their favorite one ([see story](#)).

In October, Italian fashion label Gucci collaborated with *Dazed* to launch "Absolute Beginners," a series granting various artists their directorial debuts. The fashion label and online publication challenged a selection of nine artists to get behind the camera and direct short films for the brand.

The artists developed their own screenplays and brought their visions for Gucci to life as directors ([see story](#)).