

APPAREL AND ACCESSORIES

Prada examines art, culture in Moscow pop-up

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Nastya Ivleeva for Prada Mode. Image credit: Prada

By SARAH RAMIREZ

Italian fashion label Prada has resurrected its event platform as luxury brands resume enticing shoppers with unique bricks-and-mortar experiences.

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After hosting a Prada Mode pop-up in Moscow, Prada has released a new film extending the event's exposure. For the effort, the label tapped Russian influencer Nastya Ivleeva to share more about the unique city.

"Brands have always understood the value of exploring opportunities to better connect with their customers, where for many years there has typically been a brand ambassador in the form of major celebrities," said Dalia Strum, founder of [Rethink Connect](#) and professor at [The Fashion Institute of Technology](#), New York.

"Influencer marketing will continue to stay strong within upcoming marketing initiatives, however, strategies like this one is a reminder of how important it is to measure sentiment and track whether it creates a positive impact overall towards the brand."

Mode in Moscow

The new film begins with Ms. Ivleeva overlooking Moscow from the Levenson Mansion, the site of Prada Mode. She explains her deep love for the city, and how she is enchanted by it no matter the time or weather.

Inside, she explores the event's art installations.

Nastya Ivleeva takes fashion and art lovers inside Prada Mode Moscow

For Prada Mode, British artist Damien Hirst presented the third version of his "Pharmacy" restaurant. It is a fully functioning restaurant and bar, set within an installation of Mr. Hirst's floor-to-ceiling medicine cabinets.

During Prada Mode, held on Dec. 3 and Dec. 4, guests were able to attend panels and discussions throughout the day, as well as nightly events. Food and cocktails were also available.

"I love provocative art," Ms. Ivleeva says, inside one room featuring floral print walls and a large periodic table. "I'm a provocator by nature."

"Provocation breeds dispute, and dispute breeds truth," she says.

Ms. Iveelva continues explaining her appreciation for Mr. Hirst's art in a voiceover as she poses throughout the house. She later steps into a fitting room, trying new styles from Prada.

"Prada Mode allows one to connect to the art world, to feel it," Ms. Iveelva says. "Here, one meets friends and like-minded people, who know what's trending in the art and culture."

The vignette ends with Ms. Iveelva at a party celebrating the opening of the installation.

"Fashion is art; it always has been and always will be considered art," Ms. Strum said. "The luxury market is an extremely competitive space, and it is important for brands to continuously innovate in order to keep their relevance with their consumer base.

"Collaborations with artists and brands has been a strong strategy towards conveying brand imagination."

Envisioned as a traveling social club, Prada Mode originally launched in December 2018 in Miami ([see story](#)). The Moscow event is the sixth iteration of Prada Mode, and the first since August 2020 in Shanghai.

Those who were unable to attend can also experience Prada Mode Moscow on the brand's website, viewing a [3D rendering](#) of Mr. Hirst's takeover at the Levenson Mansion.

New era ambassadors

Prada has widened its net of ambassadors recently, seeking a more youthful appeal.

In May, the brand put a playful spin on its classic Galleria handbag with an imaginative film starring model and actor Hunter Schafer.

Mx. Schafer starred as a relatable daydreamer in a vignette directed by Xavier Dolan. The Galleria handbag, introduced in 2007, was seen in different contexts through a series of micro-narratives ([see story](#)).

More recently, actors Julia Garner, Shira Haas, Louis Partridge and Taylor Russel starred in Prada's holiday campaign.

"A Midwinter's Night Dream" tells the story of four protagonists who trek through frozen terrain in the pursuit of returning home. With this project and campaign, Prada invites audiences to celebrate cinema, fashion, community and creativity ([see story](#)).

While Ms. Iveelva features prominently in Prada's new campaign, she can be considered an unexpected choice for the brand. Although she counts more than 19 million followers on her [@_agentgirl_](#) Instagram account, Ms. Iveelva has also flirted with controversy over the years.

"As marketers, we need to go back and reference the marketing funnel for every strategy and campaign and determine where campaigns like this would live on the funnel," Ms. Strum said. "This campaign could be considered an awareness campaign, but then the most important question would be are we reaching our current or potential customer' through this content and how can we continue building a stronger relationship with them?"

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