

APPAREL AND ACCESSORIES

## Prada taps Kun in illustrating brand ethos, culture in factories

August 5, 2022



*Kun ruminates on how Prada maintains and weaves its heritage through contemporary offerings. Image credit: Prada*

By KATIE TAMOLA

Italian fashion company Prada Group invited Chinese singer and songwriter Kun to explore several of its factories, prompting awe and admiration from the entertainer.

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In a new short film for the group's "Know How" series, Kun embarks on in-depth tours of Prada's Valvigna, Scandicci and Levanello quality control department properties. Guido Savy, the Scandicci plant director, serves as a de facto guide, showing the singer how the factory aims to meld employee tranquility, meticulous craftsmanship and sustainability.

"This spot allows the viewer and consumer to see how the bags are made, what level of craftsmanship is placed in their products and how as they continue to merge the past with innovations of the future while doing what they can to reduce waste," said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

"It shows that the brand wants to ensure that as they work to raise the brand, that they are mindful of the environment and taking appropriate measures to incorporate this in their production," she said. "I think when companies show what they are doing, it allows people to understand their values and once again to understand why items are priced at the amounts that they are due to their method of production."

Expressing Prada's philosophy

The vignette begins with an examination of the verdant garden factory of Valvigna, which holds the production division and the development of Prada and Miu Miu leather goods collections.

The space also holds warehouses for raw materials, historical archives of the leather goods and footwear collections and several employee offices and spaces.

*Kun studies the culture and meticulous attitude present in Prada factories*

An aerial shot of the outside of the factory comes into view, with the property surrounded by additional greenery.

Kun, a Prada ambassador born Cai Xukun, walks through the outdoor entryway of the factory, which is lined with a

myriad of trees on either side. Upon entry, shots of the factory's interior reveal the continued green touches and nature themes ivy-covered stair ledges, with leaves and plants woven throughout the location.

"The site represents the highest expression of our philosophy," Mr. Savy says. "Creating a perfect balance between architecture, nature and employees' well-being."

Mr. Savy and Kun walk up a few flights of stairs before they enter the prototype department, where designers interact with technical managers to develop handbags.

This scene aims to magnify the level of care and meticulous nature of Prada, splicing together shots of sketches, material selection, the assembly of parts and more. Kun ruminates on how Prada maintains and weaves its heritage through contemporary offerings.

The next stop is the Prada Scandicci factory, the largest Prada bag factory in Italy, spanning 12,000 square meters, where the singer is ostensibly impressed by the space.

"Prada Scandicci is a center of excellence and a place where the artisanal skills are preserved and transferred to new craftsman generations," he says.

The full production cycle factory has a photovoltaic system that provides 25 percent of its energy. The factory also recycles wastewater and rainwater to reduce its overall water consumption.

"A harmonious place to work in, embracing the same respect for employees and their well-being, but with respect for the environment," Kun says.

The final visit is to Prada Levanella Logistic Hub. This serves as the quality control department.

Here, Prada products are checked before their final destination: the consumer. Mr. Savy discusses the immense investigation and care that goes into ensuring each handbag is of the utmost quality.



*Kun was named Prada's first Chinese ambassador in 2019. Image credit: Prada*

"In Prada, innovation and creativity are the main goals," Kun says at the end of the film.

### Making music luxury

Several luxury apparel brands tap musicians for campaigns as a way to humanize their offerings and make them even more exciting while aiming to usher in new customers.

For "The Chanel Summer Tour", French model and house ambassador Caroline de Maigret teams up with popular musicians and ventures to European cities to bask in music, culture and stylish jubilation. The series, curated by Ms. de Maigret, provides consumers with a unique invitation to take in Chanel styles while feeling a part of a larger celebration ([see story](#)).

Italian fashion house Versace and pop icon Cher came together as champions of the LGBTQ+ community to celebrate Pride Month through a new "Chersace" capsule collection in June ([see story](#)).

In 2019, Prada named Kun as its first Chinese ambassador.

The same year, Prada celebrated individuality through a science fiction-inspired film for its fall/winter 2019 campaign.

Prada enlisted Chinese singer and pop-culture fixture Cai Xukun and multimedia artist Cao Fei to create "Code Human." The collaboration balances an appeal for authenticity with outreach to the increasingly influential

audience of young affluent Chinese consumers ([see story](#)).

"It's always great when a brand aligns with an artist," Ms. Smith said.

"Kun is known as a singer-songwriter with a strong following; moreover, he is known for his style," she said. "His style is one that makes sense with Prada's aesthetic and as you see him walking through the factory and learning more about what happens behind the scenes, we see him wearing the line, holding the bag as well as interacting with the pieces.

"It adds another element to the spot and in many ways, we're seeing the collection and concepts through Kun's eyes his expressions in many ways, mirror those that are watching as he takes in the heritage, innovations and commitment to sustainability."

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