

APPAREL AND ACCESSORIES

Prada debuts triangular new campaign with three distinct vantage points

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An image of Prada's Symbole embroidered jacquard fabric top-handle bag. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian fashion house **Prada** is highlighting house ambassador and actress Hunter Schafer in its latest campaign film.

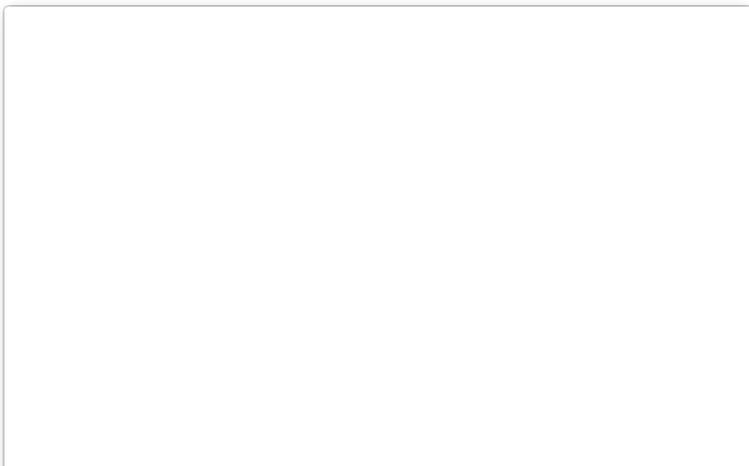
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The enigmatic video reveals the Italian fashion label's new logo concept and features the Prada Symbole handbag. Captured by three different renowned contemporary artists, Catherine Opie, Thomas Ruff and Carrie Mae Weems, the campaign is a distinctive character study of both Ms. Schafer and her emblematic new handbag.

The many sides of Schafer

The spot begins with a wavy and fluctuating visual of Ms. Schafer standing in a psychedelically patterned polka dot blouse and a sheer skirt. In her hands is the Small Prada Symbole jacquard fabric handbag.

The scene is accompanied with futuristic audio and slowly fades to reveal a new sound: the insistent ticking of a clock. As Ms. Schafer straddles a wooden chair and stares unblinkingly at the camera, she swings the Large Prada Symbole jacquard fabric handbag back and forth like a pendulum.



[View this post on Instagram](#)

A post shared by Prada (@prada)

Euphoria actress Hunter Schafer gazing at the camera in the Prada Symbole bag campaign film

In the final scene, an archival tone is set with the black and white film style. Ms. Schafer stands with her lips slightly parted in a black turtleneck, with her Large Prada Symbole jacquard fabric handbag gaping open as documents fall through the air.

The film ends with the gentle sound of fluttering book pages and Ms. Schafer staring pointedly at the camera.

Prada is not new to surreal and mysterious advertising campaigns. The Italian fashion house has explored interesting intellectual concepts like duality with a different muse, actress Emma Watson, in its recent recent campaign film debut for Prada Paradoxe, which Ms. Watson directed herself ([see story](#)).

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