

APPAREL AND ACCESSORIES

Prada engages actress Scarlett Johansson for 'Galleria' exclusives

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American actress Scarlett Johansson helps bring eight limited-edition handbags into focus, starring in Prada's latest campaign. Image credit: Prada

By AMIRAH KEATON

Italian fashion brand Prada is celebrating a classic while leading with a contemporary update.

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The brand's Galleria handbag is set to arrive in color-blocked varieties, coming complete with marketing that prioritizes a "look" decisively different from its more muted, serious and solemn marketing expressions of late. American actress Scarlett Johansson helps bring eight limited-edition exclusives into focus, starring in Prada's new campaign.

Neoclassical context

While the label self-admittedly tends to take a more intellectual stance than that of Italian fashion house Miu Miu the sister brand's demographic skews definitively younger it seems that the team may have transferred a few codes over, as evidenced by a presentation reflecting the refreshed product line.

Yet still, intentional approaches remain the name of Prada's game. As Venezuelan-American conceptual artist Alex Da Corte pitches in on the set design at hand, a steady talk track accompanies whimsical visuals as part of a dedicated video.

Like the refracted colors in a reflection, [#ScarlettJohansson](#) embodies echoes of a single character in the latest campaign for [#PradaGalleria](#), conceptualized and realized by artist [#AlexDaCorte](#). <https://t.co/xEBtUoFvnF>.

Creative Direction by [#FerdinandoVerderi](#) pic.twitter.com/26spr19EAI

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Sporting the collection is Ms. Johansson, offering studied narration to match careful movements. A controlled

diction directly challenges the childlike shades of choice, just as soft lavenders juxtapose oranges of a clementine's hue.

The piece registers similarly to spoken word, with slowly-articulated lines and sweeping camera pans.

While this set of colorways may be novel, the scratch and water-resistant calfskin leather surfaces with cross-hatched etchings have been carried over from season to season, sending one united signal in the process Prada's purse is made to last.

#ScarlettJohansson is framed and reframed a sublimation of the everyday, translated into pure color by artist Alex Da Corte in a tribute to the #PradaGalleria. <https://t.co/xEBtUoFvnF>. [pic.twitter.com/C5UlcwPQzL](https://t.co/C5UlcwPQzL)

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The brand considers the silhouette to be "a hallmark of Prada's 21st-century identity," a tagline that has rung true since the Galleria's introduction in 2007. Today, a modern merchandising method capitalizes on heritage while injecting twists of rarity, following in the creative treatment's footsteps.

Accessorial outlooks

As campaign assets were rolled out across socials starting May 17, the limited-edition styles go up for sale this Friday with a pretty substantial price differential between the newbies and base models.

A Large Prada Galleria is priced at \$4,700, while the special Small Prada Galleria skews are set at \$7,500.

The #PradaGalleria shifts between form and function, an encapsulation of the brand's heritage. A new campaign by Alex Da Corte continues a legacy of working with fine artists. <https://t.co/d36CQ3UgVM>. [pic.twitter.com/wQz4LqdqWR](https://t.co/wQz4LqdqWR)

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Clearly, the limited drop structure with which younger millennials and Gen Zers have grown quite close may also have some appeal on other sides of the aisle ([see story](#)).

Opting to boost handbags in the midst of a luxury earning cycle that, at-large, spells trouble for sales throughout North America, as speculations suggest that U.S.-based shoppers are keeping an eye on inflation and other economic indicators, slowing spending in the meantime.

Engaging one of fashion's top-selling categories in the face of recessionary threats strikes as strategic on Prada's part, though the family business is doing just fine on the [fiscal end](#) leaders are now looking to preserve this standing at the top ([see story](#)).

Ms. Johansson's likeness and flashy handbag prints may help do just that.