

APPAREL AND ACCESSORIES

Prada unveils cinematic fall/winter 2023 campaign

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Enlisting the help of brand ambassadors and previously non-affiliated stars alike, the label is promoting the release of its forthcoming fall/winter collections. Image credit: Prada

By ZACH JAMES

Italian fashion brand Prada is showcasing its forthcoming clothing lines.

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Enlisting the help of brand ambassadors and previously non-affiliated stars alike, the label is promoting the release of its forthcoming fall/winter collections. The men's and women's lines are represented in an enchanting video and photoshoot released to engage luxury consumers and outsiders looking in.

Floral friendlies

Titled "In Conversation With a Flower," the marketing push centers around global sensations of the big screen engaging in imaginary discourse with their floral friends.

While short on details on the impending release as well as prices and names for the pieces showcased, the campaign at the very least offers looks at what the brand's fans and those new to luxury fashion can expect from designers Miuccia Prada and Raf Simons.

The [#PradaFW23](#) campaign unfolds as a series of imaginary conversations between flowers and stars [#BenedictCumberbatch](#), Prada Ambassador [#HunterSchafer](#), [#KodiSmitMcPhee](#), Prada Ambassador [#LetitiaWright](#), and Prada Ambassador [#Lixian](#). <https://t.co/mKWYWhwaxS.pic.twitter.com/8JI09zoLB2>

PRADA (@Prada) [July 5, 2023](#)

Directed by photographer Willy Vanderperre, who has a long history with the maison, having worked on many projects for them going back to 2016. The promotional film puts five stars front and center, including British actor Benedict Cumberbatch, American actress and model Hunter Schafer, Australian actor Kodi Smit-McPhee, Guyanese-

British actress Letitia Wright and Chinese actor Li Xian.

The film features the performers with their eyes locked on impossibly-large flowers and plants, conversating with them in their heads. No dialogue is spoken, only implied, leaving a mysterious air in its absence.

This otherworldly vibe is exacerbated by the background music, "Angel" by British psychedelic hip-hop collective Massive Attack, off their 1998 album Mezzanine. Downtrodden and downbeat, the track spotlights the abstract nature of the visual display.

With a script written by Pulitzer Prize-winning author Michael Cunningham, the campaign is purposely opaque. Highlighted by surrealism, it hopes to evoke emotion from its audience, no matter what the ending result is, even if it is confusion.



Brand ambassador Ms. Schafersquares off in a mental exchange with a flower while sporting a red leather jacket from the fall/winter 2023 women's wear collection. Image credit: Prada

Though interpretation is left up to the viewer, the brand notes that the implication is that flowers symbolize life, intrinsically tying them to humanity, and granting the visuals an inherent meaning.

Grounding the film is the inclusion of the actors, some of which, Mr. Cumberbatch and Mr. Smit-McPhee, are not brand ambassadors, in a fittingly unorthodox move. The remaining three featured are officially partnered with the maison, with Mr. Xian serving to cater to the ever-important APAC market.

Efforts across the fashion industry have been ramping up leading into the next season's releases, with Italian fashion house Fendi appointing a menswear representative for the first time ([see story](#)) and Spanish label Loewe launching a star-studded campaign quite similar to Prada's release ([see story](#)).

Redefining associations

As unreal images and stars headline Prada's push, the ready-to-wear lines for both sexes were revealed in showings in Jan. and Feb. 2023 but have yet to see many concrete details released.

Of the few crumbs of information unveiled, luxury consumers can expect a bevy of apparel to choose from with a total of 106 looks showcased at the fashion shows earlier this year, with 52 for the menswear collection and 56 for the womenswear capsule shown.

While designed by the same duo, Ms. Prada and Mr. Simons, the different sexes' clothing follow different design philosophies this incoming season.

The men's has a tagline of "Let's Talk About Clothes," focusing on the significance of what one wears in today's world and minimalist tailoring. The women's line has a different approach, called "Taking Care," which takes inspiration from eveningwear and comfortability, aiming to redefine what is seen as a typical beautiful garment, according to the brand.