

APPAREL AND ACCESSORIES

# Prada's spring/summer menswear campaign puts focus back on clothing

March 6, 2024



*The initiative aims to spotlight the clothes on the actors, rather than the other way around. Image credit: Prada/Willy Vanderperre*

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By ZACH JAMES

Italian brand Prada is enlisting Hollywood talent for its spring/summer 2024 campaign.

The "Days of Prada" menswear advertisement centers on three brand ambassadors and Hollywood talents, including British actor Harris Dickinson, American actor Kelvin Harrison Jr., and Australian actor and songwriter Troye Sivan. Concentrating on the "Prada man," the trio plays themselves in the visuals, boosting authenticity while refocusing on the clothes over the ever-present pomp and circumstance in luxury fashion.

"This campaign definitely targets the Prada enthusiast," said Rony Zeidan, founder and creative director of [RO New York](#).

"The fashion consumer that's in the know and gets the nuances of these beautiful fashion portraits," Mr. Zeidan said. "It's old school in a way as it is a reflection of Willy Vanderperre's signature look from 20 years ago.

"It's as if time has stood still and Prada is immortalized via these portraits and through it, its enthusiasts."

Mr. Zeidan is not affiliated with Prada, but agreed to comment as an industry expert.

## **Singular focus**

Shot by Belgian photographer Willy Vanderperre, a veteran of the industry, "Days of Prada" upholds masculinity in many forms, from traditional to modern interpretations.

Creative direction was handled by Italian journeyman Ferdinando Verderi, who has worked closely with Ferragamo, Versace, Chanel and Vogue, among others. The spotlights the clothes on the actors, rather than the other way around, flipping the usual script.

## *Prada presents the spring/summer 2024 menswear collection*

Mr. Vanderperre showcases the looks in portrait style, the talents singularly pictured and never appearing together. This same style was recently utilized by menswear labels Brioni ([see story](#)) and Dunhill ([see story](#)) for their seasonal advertising.

Instead of overwhelming the viewer with a barrage of outfits, the short film and photography go one-by-one with the items, shifting the focus away from the Hollywood performers wearing the spring/summer collection.

In video form, the campaign takes on a dramatic tone, an orchestral score booming over the visuals of Mr. Dickinson, Mr. Sivan and Mr. Harrison Jr. sporting the newly released items in front of blank backgrounds. Jumping between black and white color grading and a contrasted saturation, the campaign could be making a play at nostalgia, even more evident with the choice of music.

With “reasserting timeless priorities” of clothes being the central theme, the evocative stylistic jolts could be furthering this motif. As they watch, viewers briefly return to a time when the apparel was the core of business, before shooting them back to the present day’s offerings.



*With the background being a void, the only place to look is at the wearables. Image credit: Prada/Willy Vanderperre*

Despite the attempt to present something new but familiar to the brand’s clientele, it may not be enough to garner interest from those outside of the high-end fashion fold.

“This is nothing new,” Mr. Zeidan said.

“If it runs as an ad, you could put any brand logo you want and it would be unrecognizable, except for the die-hard Prada followers that can recognize the Prada touch in its clothes.”

The spring/summer 2024 collection is available now, both [online](#) and in-store.

### **Modernizing the classical**

The collection, from Prada co-creative directors Miuccia Prada and Raf Simons, is said to propose “an absolute freedom of the body.”

This individualistic pursuit is present in the three star’s distinct stylings.



*Many maisons are playing with gender roles in marketing. Image credit: Prada/Willy Vanderperre*

In imagery, Mr. Harrison Jr. takes on the more conventional and formal styles from the line, wearing a variety of button-up tops, sweaters, slacks and shiny, leather shoes. Meanwhile, the other two actors challenge established norms.

Generally, Mr. Dickinson is pictured modeling spring’s long jackets, coats and handbags. Mr. Sivan takes on oversized floral shirts, shorts and backpacks for summer.

Seemingly tying in with the women’s collection of the season, the looks for men journey into a middle ground between masculinity and femininity, highlighting a dissipating dichotomy between gendered clothing.

Others within the luxury segment have been moving towards gender neutrality as well, with German fashion house Hugo Boss ([see story](#)) and U.S. jeweler David Yurman ([see story](#)) among the group embracing unisex options and product lines.

As individuality trumps traditional notions of identity, the luxury space is keen on tapping into this burgeoning subset of consumers.

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