

INTERNET

## Prada's anti-paradise video accentuates accessories from print campaign

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By SARAH JONES

Italian atelier Prada released a video partner to its Resort 2014 print campaign that focuses on accessories to target consumers shopping during the holiday season.

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The video, which was released on Prada's Web site, focuses more on the accessories than the print campaign does by showing them in close-up. Filming video footage alongside the still photos allowed Prada to showcase more of its products than would fit within a typical print ad spread.

"Prada was able to show a lot of different products in a short time with their video making this a very effective medium to show off the brand, collection and associated lifestyle," said Simon Buckingham, CEO of [Appitalism](#), New York.

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

[Prada](#) was unable to comment before press deadline.

Print in motion

The campaign, shot by fashion photographer Steven Meisel, features models posing for the print campaign, moving in slow motion. Playing in the background of the video is a

bluesy piano and drum set score, giving viewers a better idea of the mood of the photo shoot.

The color scheme for both the video and the print campaign is moody, with deep purples and blues setting the tone. This is a departure from the brand's most resort print ads, which aim to transport viewers to a tropical destination with warm tones. Prada describes the setting as “anti-paradise.”



*Prada Resort 2014 campaign image*

The video zooms in on the accessories the models hold, showing a hand adjusting the handle on a blue hibiscus printed handbag or panning to show a model moving a fuchsia clutch.



*Still from Prada Resort 2014 video*

Other shots feature close-ups on wrists laden with bracelets and watches.



*Still from Prada Resort 2014 video*

By focusing on accessories, Prada is able to target entry-level consumers, who might buy a small clutch or bracelet but not the whole outfit. The video gives consumers a better picture of both their wish and gift lists.

Embedded Video: [//www.youtube-nocookie.com/embed/a5eU9Da8jhE](http://www.youtube-nocookie.com/embed/a5eU9Da8jhE)

#### *Prada Resort 2014 video*

Prada promoted the video on its Facebook page prior to releasing the campaign images. However, the video as of press time had far fewer likes than the still photos, 866 compared to approximately 5,000 for the photos.

#### Fashion films

Prada frequently uses film to showcase its latest collections. Prada's use of an abstract theme in the fall/winter collection video is helping the brand stand out from other fashion marketers' promotions this season.

The "Prada Real Fantasies fall/winter 2013" short film shows off Prada's creative side and is likely to capture the attention of consumers with its fast-paced, abstract action sequences. Although the video is attention grabbing, it fails to highlight the collection as much as other videos have ([see story](#)).

Similarly, Italian fashion house Fendi promoted the release of its much anticipated "Bag Bugs" collection with a whimsical video featuring the furry purse accessories personified to appeal to a more entry-level audience for the holiday shopping season.

The Bag Bugs, which are peculiar monster-like creatures, lend themselves well to this film, which plays off of their personalities to show them endearingly and present them as both an amusement and a fashionable accessory. The film differs from most other luxury film in that it focuses on quirk rather than quality and craftsmanship, which is an appropriate strategy to target an entry-level audience who might be able to afford a Bag Bug because of its lower price point than a Fendi handbag ([see story](#)).

Prada's latest video may not be as quirky as its former films, but it will most likely create enough buzz to drive sales for the holiday.

"The print and video campaigns are very complimentary as the videos show several products but the print ads can focus more on a specific item," Mr. Buckingham said.

Final Take

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