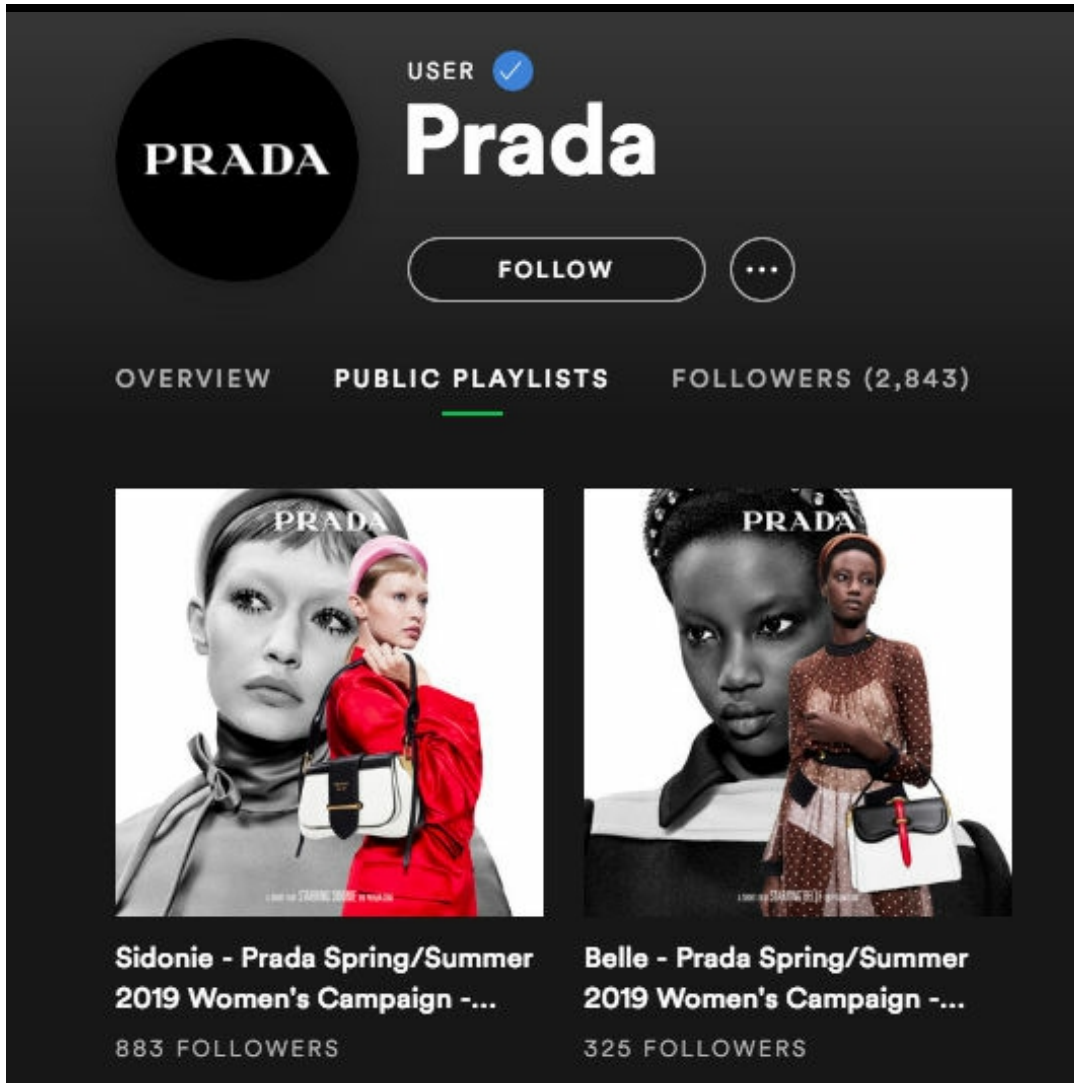


# PRADA'S NEW BRAND TOUCHPOINT IS A SPOTIFY CHANNEL

By Livvy Houghton and Alex Hawkins

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Global – The luxury fashion house has created an official **Spotify** profile as a new way for consumers to interact with and immerse themselves in the **Prada** brand.

Offering a mix of classical, contemporary and electronic music, **the channel** was launched with seven playlists, each inspired by a fictional character from the brand's current spring/summer 2019 campaign. Among the artists featured are Giorgio Moroder, Sonic Youth, Hawkwind and Philip Glass. The campaign's original score by French musician Frédéric Sanchez is also featured, supported by a series of short films and accompanying stills featuring models that double as film posters.

For brands, music can be a valuable tool for differentiation. By using music to build brand sentiment, Prada is allowing consumers to access and immerse themselves in its luxury identity without having to buy its products. We explore **why music is essential to brand experiences** in our recent interview with the Rob Wood, creative director of Music Concierge.