

The Postman's Gifts

Milan, November 28, 2017 - Prada introduces "The Postman's Gifts", a series of short movies directed by acclaimed American filmmaker Autumn de Wilde, divided into two main stories, "The Postman Dreams 2" - a sequel in name to Prada's first project with de Wilde debuted in 2015 - starring the iconic Prada Galleria bag, and "The Postman's Gifts" featuring the accessories collection.

Cinematic auteurs are trademarked by their own personal obsessions, pulling viewers into meticulously crafted worlds that speak of their creator's deepest wishes and desires. Here, de Wilde devises her own imaginary vistas and *mise en scène*, inspired not just by her own obsessions but those of others. Desire, pleasure, eventual satisfaction - these are the underlying themes of these non-sequential, fabulist chapters - divided into four main stories.

The central protagonist of "The Postman Dreams 2" - our heroine - is the Prada Galleria bag, a key plot-point in each of the four episodes. It is a shared focus and object of desire: the thread connecting each of the instalments, alongside our hero, Hollywood star Elijah Wood as the enigmatic 'Postman'.

Humorous and whimsical, with a touch of daydream and moments of pure surreal wit, each film presents itself as a self-contained fragment, like acts in a play hinting at a larger narrative, but nevertheless their own entity. Avoiding any distinction of time or place - bar a colour-saturated, view of west coast Americana - each presents an alternative view of a different, imagined reality. Combined, they create a faux chronology, a story without beginning, middle, or end. These films are a fantasy, to be indulged. A gift to be enjoyed.

'The Postman's Gifts' - four new episodes - will be unveiled by Prada in December.

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The Postman Dreams 2 Episode 1 - 'The Bogey'

Serving as our reintroduction to 'The Postman Dreams', and introducing Elijah Wood as The Postman, the debut instalment, 'The Bogey', immediately plunges the viewer into filmmaker Autumn de Wilde's visually arresting universe.

Here, the actress Emma Roberts is the heroine - she plays herself. Hence the title - 'The Bogey' - Hollywood vernacular for an individual breaching the set, and walking through a shot while the camera is rolling.

The Postman here becomes the unwitting 'Bogey', an interruption to an epic in the making, delivering a gift - Prada's Galleria bag - to its delighted star player.

STARRING

Elijah Wood
Emma Roberts
George Butler

The Postman Dreams 2 Episode 2 - 'The Troublemaker'

In the second episode of 'The Postman Dreams 2', our hero - Elijah Wood's Postman - is in hot pursuit of Sasha Frolova, the mischievous beneficiary of another gift who refuses to accept her present without a good chase.

Drawing on the screwball comedies of the 1930s, auteur Autumn de Wilde's short film depicts an absurdist cat-and-mouse game as the eponymous Postman tries to fulfil his duty and deliver his precious cargo - the Prada Galleria bag - to its rightful recipient.

STARRING

Elijah Wood
Sasha Frolova

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The Prada Galleria Bag

A visage reinvented as frequently as a leading actress, the Prada Galleria bag is a fundamental facet of Prada's luxury universe. A character adaptable to any scenario.

Invented in 2007, the Prada Galleria bag lends itself to endless reiterations and evolutions - offered in a spectrum of materials, colours and finishes, it can assume any personality, ready itself for any eventuality.

An object of luxury desired across the world, the Prada Galleria bag offers its owners endless variations on its timeless theme, reflecting themselves, their lives, and their own fantasies. Through tailor-made variations and made-to-order services, the Prada Galleria bag allows a woman to be an auteur, to author her own aesthetic identity. Its invention is endless.

Titled after Prada's birthplace, the brand's first historic store in Milan's Galleria Vittorio Emanuele II, the Prada Galleria bag represents a collision of classicism and modernity, precious and practical, the past and the present. Like its namesake, combining graphic Modernism with the Baroque - a stylistic discord which finds contradictory harmony - the Prada Galleria bag defies all categorisation.

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THE POSTMAN DREAMS 2

Episode I - The Bogey
Episode II - The Troublemaker
Episode III - The Punch
Episode IV - The Elevator

CREDITS

Written and Directed by
Autumn de Wilde

Produced by
Anonymous Content

Executive Producer
Eric Stern

Produced by
Hi Production

Executive Producer
Max Brun

Head of Production
Kerry Haynie

Producer
Jessica Cooper

Director of Photography
Christopher Blauvelt

Production Design
Tina Pappas & Adam Siegel

Editor
Miky Wolf

Costume Designer
Shirley Kurata

“Sealed With A Kiss”
Written and Performed by Christian Wargo

Casting Directors
Kim Davis-Wagner & Justine Arteta

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1st Assistant Director
Todd Thompson

Production Supervisor
Marthinus Lamprecht

Asst. Prod. Supervisor
Adam Nelson

1st Camera Assistant
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Gaffer
Jesse Wine

Key Grip
Eric Mutz

Location Sound Mixer
Chuck Fitzpatrick

Key Make-Up
Jo Strettell

Key Hair Stylist
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Assistant to Autumn de Wilde
Madisyn Ritland

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Alejandro Cardenas

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Big Sky Editorial

Editorial Executive Producer
Sarah Van Tassel

Assistant Producer
Ali Corsie

Voice Over
The V Verde Visconti