

WE'RE

The Postman Dreams

BACK
OR

The Postman Delivers

PRADA

Autumn de Wilde



**THE
PUNCH**

Our camera follows behind a hat
w a l k i n g

**Steadycam
throughout**

The sun reflects into the lens
A f l a r e

Titles appear over the back of *The Postman's* hat
as he continues to walk down the street.

**PRADA
PRESENTS**

**THE POSTMAN DREAMS
THE PUNCH
A FILM BY AUTUMN DE WILDE**

The hat reveals *The Woman*
as *The Postman* moves out of frame.

Reverse of *The Woman* dressed head to toe in **PRADA**. From
her body language, we can see that she's excited and
surprised.

We can see *The Postman* proudly approaching her with
a **PRADA** shopping bag.

She turns to *The Man* standing next to her
and punches him square in the jaw.

The Postman stops nervously.

The Woman beckons him over suddenly,

The Postman, relieved, proudly delivers
the **PRADA** shopping bag to her.

The camera follows *The Man* as he tries to pull himself up off
the ground, but he *falls* *back* *down* *again*

She smiles with a wink at *The Postman* and gleefully starts to
open the **PRADA** box. She unwraps it to reveal the
The Iconic Galleria Bag.

She is **thrilled**

She **throws** on *The Galleria Bag*,

gives *The Postman* a **kiss** and

struts

off







BOGEY

Our camera follows behind a hat
w a l k i n g

**Steadycam
throughout**

Palm trees
In the distance

Titles appear over the back of *The Postman's* hat
as he continues to walk down the street.

**PRADA
PRESENTS**

**THE POSTMAN DREAMS
THE BOGEY
A FILM BY AUTUMN DE WILDE**

The hat reveals *The Woman*
as *The Postman* moves  out of frame.

The Woman is dressed head to toe in **PRADA**.
She looks gorgeous, extravagant.... but... she appears to be
completely **alone**.

She is standing in the center of an enormous parking lot crisscrossed
with graphic yellow parking lines and peppered in the distance with
long-necked palm trees.

The Postman is more than a bit out of breath as he approaches her
holding a giant **PRADA** shopping bag.

The Postman:

Hi.... uh hello. Are you Miss _____?

*He looks around at the parking lot, seemingly deserted
except for one lone pink car.*

He looks back to her politely, but slightly confused.

Pardon me, Miss _____, but, are you alone?

The Woman:

She giggles

Well, not really, dude.

*She points up to the sky and *The Postman* now sees a drone
lingering above her.*

Suddenly we hear a voice from under the car.

The P.A:

We got a bogey

We see the drone's POV of the two of them.

The Postman:

Realizing he's walked right onto a film set

Oh! My apologies....

The Woman:

Wait, is that?!

The Postman:

Why yes!

The Woman, like a child on Christmas Day, gasps and claps her hands. She is thrilled as she takes the bag.

She runs over to the pink car so she can open it on the hood.

*The P.A. watches her feet run by (in **PRADA** shoes) from under the car...*

Over his walkie, we hear a growl.

First A.D:

What's going on guys?

I thought we had all these areas locked off

The P.A:

**Sorry sir, I can't really see much from under the car
but I saw a PRADA bag**

*The Woman reaches into the **PRADA** bag and removes a gorgeous box. The Drone has now taken an interest. and is filming the reveal from above.*

She tenderly opens the box and lifts the tissue. A Galleria bag in all its perfection is nestled in there, beautifully, almost like sleeping beauty. She squeals and jumps up to hug The Postman.

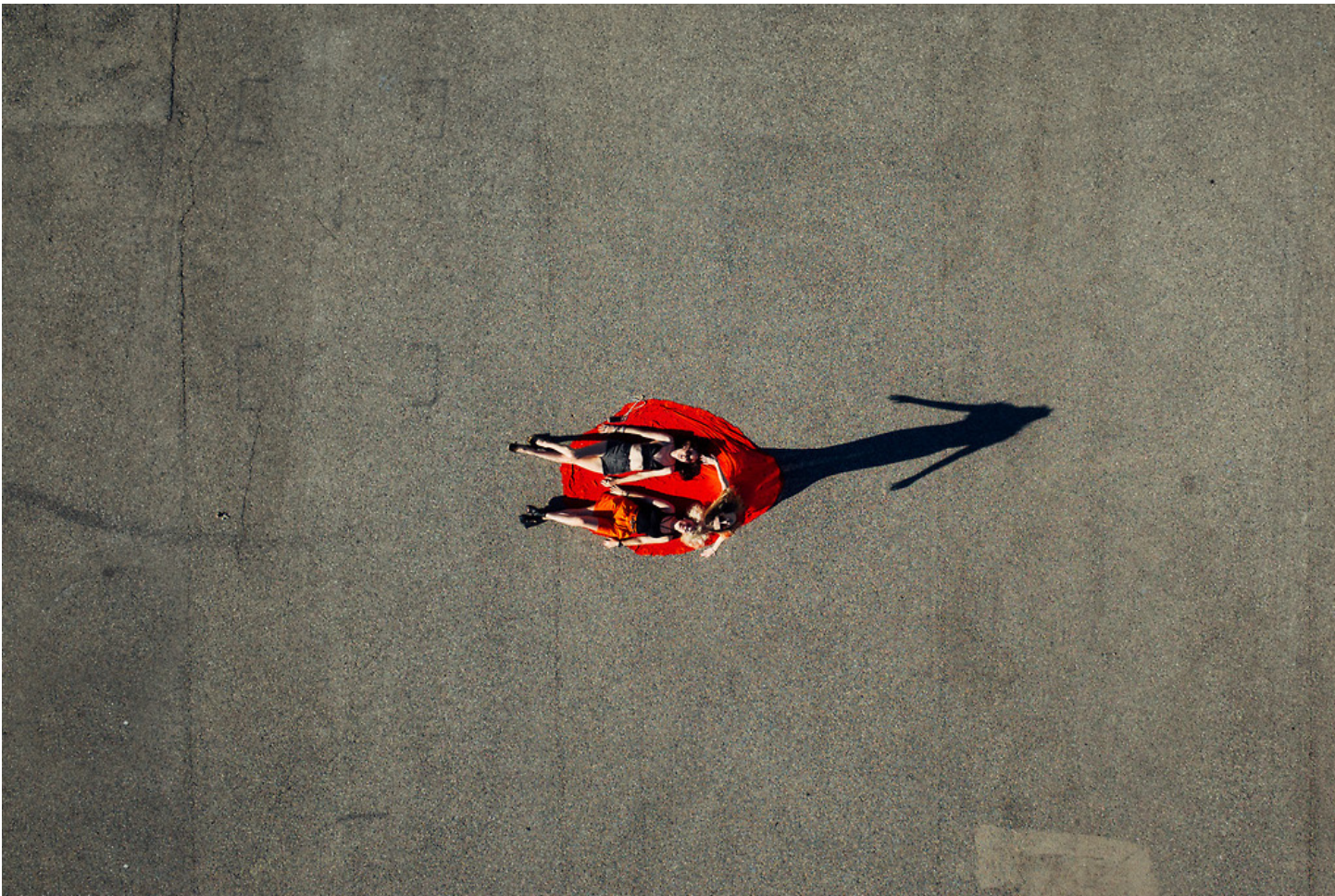
*The drone lingers, **fascinated.***

The Woman adds the Galleria bag to her look and is ready to shoot. She looks up to the drone, while her hair blows in the wind.

Perfection.

The Postman bows politely and leaves the scene.

Over the walkie
we hear
"Action!"





THE

ELEVATOR

Our camera follows behind a hat

w a l k i n g

Glass and concrete ahead

A f l a r e

**Steadycam
throughout**

Titles appear over the back of *The Postman's* hat as he continues to walk.

**PRADA
PRESENTS**

**THE POSTMAN DREAMS
THE ELEVATOR
A FILM BY AUTUMN DE WILDE**

We follow *The Postman* through the historic Bonaventure Hotel as he walks **in** and **around**... then **up** and **down** (almost like he is a character in an Escher drawing).

He arrives at the elevator he was looking for. The door opens to reveal the glass walls of the elevator. He presses the button for the 33rd floor and the elevator shoots upwards.

Suddenly, he is witness to a spectacular view as the elevator passes

through
the
glass
ceiling.

His back is to us as he admires the city view.
The elevator shoots upwards.

DING

He has arrived at the 33rd floor.
He turns to exit and walks past *The Woman* (dressed head to toe in **PRADA**) who is just entering the elevator.

**He stops
He turns
He recognizes her!**

He realizes she is the person he has a delivery for

The doors are closing but he gets his arm, and one enormous **PRADA** shopping bag, through without making a dent.

The Woman:

Oh!

She exclaims.... admiring the PRADA shopping bag....
wondering what's inside.

The doors finally open and he enters *awkwardly*.

She **suppresses** a giggle.

She **politely** makes room.

He composes himself quickly, in order to announce his
spectacular gift to her (a gift that was entrusted especially to
him by **PRADA**)

Her eyes **widen**.

She **smiles** with curiosity as the doors close.

Just as *The Postman* is about to deliver his announcement
and present the gift..

The arm of a man thrusts through with his sleeve bunched
up so high, it acts like a pillow to stop the door.

Man 1 and *Man 2* enters, laughing.

They are both wrapped in Christmas tinsel as if they've
just come from a party.

They push excitedly past *The Woman* and *The Postman* so
they can see the view

The Woman smiles and turns back to *The Postman* as if to
say "Ok, where were we?"

As *The Postman* leans in again,

Man 2 apologizes and pushes through them again to
push the button for the floor they are going to.

Man 2:
Sorry! I forgot!

The Woman:
That's quite alright...

*The Postman is about to start again,
with fresh inspiration when...*

DING

Man 1:
Sorry! we're going to different party on this floor!

Man 2:
He passes through them and exclaims
Ooh! Prada!

*The Woman and The Postman turn to each other once again,
smiling.*

The Postman takes a breath and....

Three new friends enter, two girls and a guy... Girl 1 in a Santa Hat, Girl 2 in snorkeling gear and Guy 1 with a silver balloon tied to his hat.

Everyone is giggling and saying excuse me, trying to find a spot in the elevator behind The Woman and The Postman.

The doors close

The Postman is about to speak when he is interrupted again...

Girl 1:
Can you press 5?

The Woman:
Sure

The Postman quickly blurts out his announcement:

The Postman:
**I am honored to represent PRADA in
presenting you with this gift.**

DING

The three friends are now so excited to see what's in the bag they don't want to exit the elevator.

The Postman proudly presents her with the **iconic PRADA shopping bag**.

The Woman opens the box.

The Woman claps her hands, **elated**.
the others peek around her shoulders.

She hugs *The Postman* and almost **knocks** off his hat as he blushes.

Everyone **congratulates** *The Woman* and *The Postman* as they exit and say goodbye.

The Woman puts on the **Galleria Bag** (which goes perfectly with her outfit) and exits the elevator.

The Postman is so proud, he stays in the elevator and

takes

one

more

ride.







**THE POSTMAN
BRINGS TOGETHER
A DREAM WORLD
AND A REALITY.**

The fantasy was designed,
deliberate, and charming.

I want to take The Postman out
of that world and place him
in a world that, I believe,
is desperate
for magic.

It's tempting to generalize about young people.

To assume they want it so fast, they don't care how it looks.

I don't think this is the whole story...

The younger generation coming up in the world is assertive in their tastes.

They appreciate certainty and boldness.

Many of them aspire to quality,
but can't achieve it.

The ones that desire information and quality, are the ones
that will buy.

The ones that will discuss something beautiful,
even if they can't buy it.

The other type of audience are information junkies that add volume to the highway, but aren't buying anything.

What they want changes daily, and that river fools many people into thinking it will lead to an ocean of profit.



I want to think of this series as bringing our character out of his dreams.

Dropping him into the real world... still beautiful, still stylish, grounded in a recognizable world.

The iconic Galleria bag... delivered by The Postman, from his wondrous dreams into our heightened reality.

REAL

WORLD

MAGIC

Prada has a rich history of presenting striking visuals that lead us into future generations of inspiration.

I want to stay true to this and capture it in a way that feels effortless and fresh,

but not sloppy.

A stolen moment.

Almost an accident.

Where the stars align

and everything

seems beautiful.

It's like the first kiss...

When you kiss someone
you've been dreaming
of in a parking lot.

The lines on the tarmac
look like a breathtaking pattern.

The light feels more golden.

The insanity of the world around you becomes part of the poem in your head.

**With great locations
and a sense of heightened
documentary, we can set
ourselves apart from
the humdrum.**

**Yet also participate in the ci-
néma vérité of social media.**

**That's how I want
to approach this.**

**Bring a little magic
into the real world,
and let it lift it, color it,
and make it gorgeous.**

The

Post-

man

The world in the first series embraced ***The Postman's*** interior fantasy.

It was built around his character, and he fit into it **perfectly**.

Now he's somewhere he doesn't quite belong. He's **transcended** some divide, and become a magical force.

At the moment in America, it feels as though the whole world is **coming to an end**.

What we need now is **less reality** and **more fantasy**.

But it's fantasy that's **grounded in reality** that seems possible, and so all the more compelling.

I have this image of him **traveling** in the distance.

On his way to one of our four celebrities, his vehicle gliding along through reality. **Charming** and out of place **in this world**.

pio something

**Distinct characters who are compelling,
lively and striking; gorgeous and unexpected
color palettes. The color of each Galleria forms a
basis for a whole world of colors - sometimes
perfectly complementary, sometimes clashing beautifully.**

**This time,
I want to locate our films
in a more consistently contemporary world.
The locations are real, but always beautiful.
The sorts of places we might pass by most days,
and only occasionally stop to see their accidental,
profound beauty.**

**Something
New**

In terms of format, I think we should use 16mm film. It has a real-world, slightly raw quality, but also a richness that will communicate Prada's luxury.

It bridges the divide between the dream world we are leaving, and the real world we are heightening.

The truth is, most young people are using filters and effects to fake this look. By doing it the real way, we'll attract their eye because they'll want to emulate it.

MUSIC

I brought *The Blasting Company* to the table on the previous campaign. I will access my rich contacts in music to bring a new soundtrack. I am still very active in the community as a rock photographer and video director so there is incentive to collaborate with me.

For this project, I want to continue this idea of a consistent track. This time, a modern sound composes our world.

True

Traient

It's essential for the experience to feel charming for our celebrities. The Postman brings them genuinely charming moments, rather than chasing them like a crazed fan.

When I watch old movies, I'm still struck by a particular trope: a character sits at a table in a restaurant or fancy bar. Then a butler appears with a telephone on a tray, serving them their phonecall. I used to think it was the most glamorous image in the world. Always caught slightly off-guard, being delivered something in situ.

I want each delivery to feel a moment of unexpected excitement.

In terms of deciding the specifics of each film, I think we have to build around our talent. These films should feel consistent and purposeful, each of the elements working together. Not a catch-all structure that we drop a celebrity into at the last minute.

I want to reach out to my own extended family of celebrity talent, as well as Prada's.

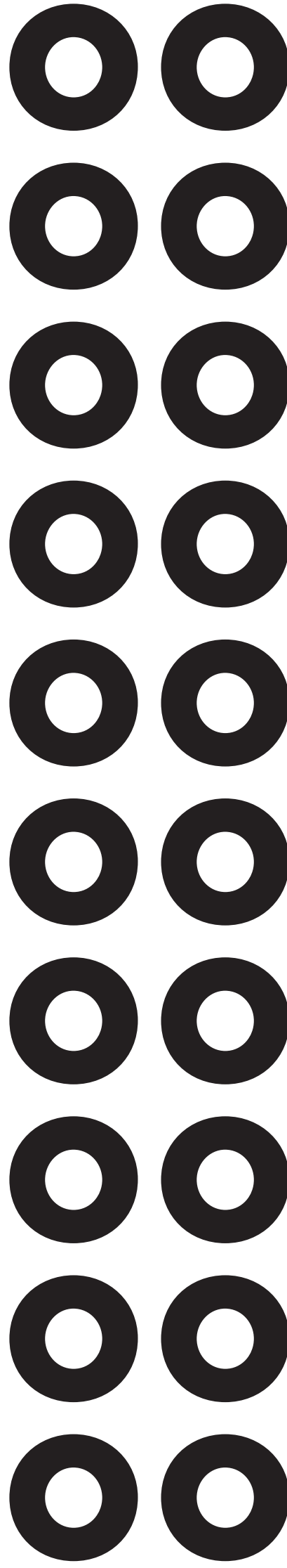
Each film must be meaningful for its star... lead by talent rather than simply accommodating it.

But there's one thing that I think is essential, we choose them because they're electric and charismatic.

I have magical moments in real life all the time because I surround myself with magical people. Above all else, we need to choose celebrities who we want to meet and hang out with. Not simply choose them because they are more popular than us.

Structure

Shooting



I want to structure the shoot around two days, capturing diverse and interesting locations; interior and exterior.

One day will be based around interior scenes, catching our celebrities in unexpected moments.

The second will focus on exteriors - both busy city environments, and more secluded places.

This structure should make sure that we get a range of locations, always building around what best suits our talent.

Thank you for reading.

I'm so **excited** to be working on this project **again**.
This campaign will push our **Postman** to iconic status.
Broaden the appeal, whilst maintaining a **unique, playful**
and completely **Prada** aesthetic.

Prada historically does not tell you
that you are not good enough,
it tells you to aspire to more.
To use your imagination
to be better than you are today,
Prada leads and does not follow.

There's a lot of room in social media
to be creative. I can't wait to help Prada
take more real estate in that space.

THANK

YOU



Miranda July by Autum de Wilde

Autumn de Wilde

