

# LA FEMME PRADA

MILANO

DAL 1913



**“The title is ‘La Femme Prada’,  
but who is La Femme Prada? Many.”**  
Miuccia Prada

July 2016 sees the launch of La Femme Prada and L'Homme Prada – the quintessential Prada fragrances. Each is set to delineate and define the chic and elegant feminine and masculine worlds of Prada, while emphasising a sensual dialogue and exchange between the two. The coming together of La Femme and L'Homme in the Prada world reflects the contrasted and complementary nature of gender for Prada, as well as the fluid nature of identity itself.

In the words of Miuccia Prada: “I wanted to present these fragrances together, with the same concept, with the same photographer, so that they are really interchangeable. We have two actresses and actors that play three or four roles each. This is the main concept, that there isn't a single icon representing the dream of a woman or a man. It is actually the opposite, that these people represent the reality, the differences and so on.”

**“The quest for her: in the thought  
of her. And of the attempt to be oneself.”**

Christa Wolf, *The Quest for Christa T.*

## **LA FEMME PRADA**

The question of identity is at the heart of La Femme Prada. Who is the Prada woman? There is no simple answer for Miuccia Prada. Somewhat contrarily, she exercises her fascination with fluid identity and difference through the idea of a singular La Femme Prada fragrance.

Eschewing the cliché of the single iconic figure as the sole representative of a fragrance world, Prada looks to a multiplicity of identities to celebrate the individuality and differences of the women who will wear La Femme Prada. At the same time, there is an acknowledgement of the strength of character and confidence of all 'Prada women.'

La Femme Prada is designed to take the wearer on a sensory journey through place, memory and time. Utilising high-quality ingredients to make an unequivocal statement, this intoxicating fragrance combines tradition with exoticism to make a definitive and far-reaching declaration: La Femme Prada has arrived.

## THE CAMPAIGN

“We wanted to look at the different aspects of a personality, but always within that portrait framework. We wanted to say: ‘You are who you are and what you want to be.’”

Miuccia Prada

Miuccia Prada exercises her fascination with fluid identity and difference through the still and moving image campaign for La Femme Prada and L’Homme Prada.

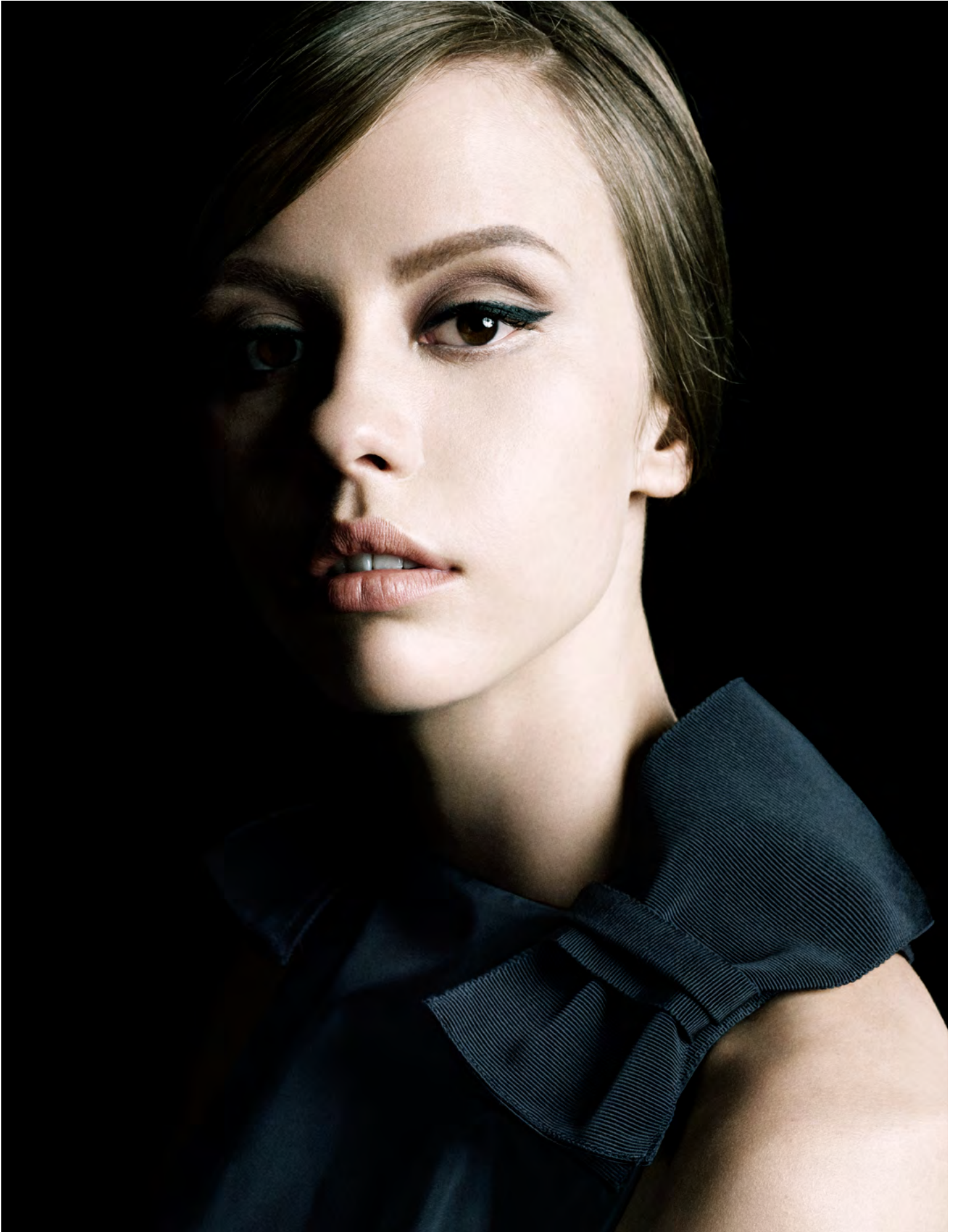
Utilising the talents of a new generation of male and female actors playing a variety of enigmatic roles, a new running narrative unfurls in the fragrance world. Here, Dane DeHaan, Ansel Elgort, Mia Goth and Mia Wasikowska are revealed as the first cast to personify the world of Prada elegance in its many forms for La Femme Prada and L’Homme Prada. In subsequent years, the actors will be joined by a new cast to represent the distinct worlds of the fragrances and to continue a creative dialogue that will be ongoing.

A long-time Prada collaborator, photographer Steven Meisel brings his masterful eye to bear on the personification of various Prada characters through portraiture. An intimate style, free of extraneous elements, is utilised to get to the heart of the matter. An almost painterly approach, employing chiaroscuro through boldly contrasted lighting, echoes classical portraiture of the past by utilising the technical means of the present in still images. While in the moving images, this visual style is employed fluidly, together with an allusive and enigmatic narrative, where the focus remains resolutely on character. In turn, classic Prada looks are worn that are both timeless yet contemporary. It is a sign of how recognisable and far a Prada identity has travelled, something both distinct and individual yet instantly identifiable.

### **Mia Goth**

Mia Goth is one of the most exciting young actors of her generation. Her first feature role was in Lars Von Trier's *Nymphomaniac* where she played the part of P, starring opposite Charlotte Gainsbourg, Stellan Skarsgard, Shia LaBeouf and Jamie Bell. Over the past few years her career has continued with the same quality and momentum, to include roles in the Sky Atlantic / HBO original drama series *The Tunnel*; the ensemble cast film *Everest* directed by Baltasar Kormákur – where she appeared as Josh Brolin and Robyn Wright's daughter; and in Stephen Fingleton's *The Survivalist* – for which she received a nomination from the British Independent Film Awards. She plays the lead role in Gore Verbinski's *A Cure for Wellness*, which is scheduled for release in March 2017.







### Mia Wasikowska

Born in 1989, Mia Wasikowska is an Australian actress and director who came to worldwide prominence when cast as the title character in Tim Burton's film adaptation of *Alice in Wonderland* (2010). A flurry of high-profile roles followed in films helmed by some of the world's leading directors, including David Cronenberg, Jim Jarmusch and Guillermo del Toro. Yet it is playing iconic, eponymous literary heroines that has gained Wasikowska the most attention, each enabling her to flourish when acting in such demanding roles. Besides Alice, *Jane Eyre* (2011) and *Madame Bovary* (2014) have all proven a showcase for Wasikowska's talents. In fact, Mia Wasikowska's latest film features a reprise of her role as Alice Kingsleigh, this time in *Alice Through the Looking-Glass* (2016). In April 2011, at only 21 years of age, Mia Wasikowska was named to the Time 100, a list of the world's most influential people. Since then, in 2014, she made her directorial debut.



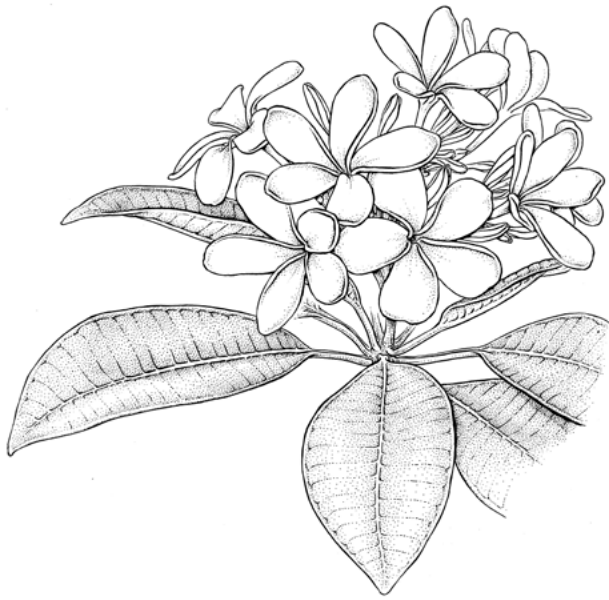




## **THE FRAGRANCE**

The instinctive, human, highly crafted and boundlessly imaginative approach that Prada ascribes to the making of fragrance is everywhere present in the ‘olfactory maps’ for both La Femme Prada and L’Homme Prada. Designed to take the wearer on a voyage through place, memory and time, somehow there appears a sensual meeting point for these distinct female and male fragrances to consummate an aesthetic relationship through experimentation and tradition.

As an olfactory chimera, La Femme Prada is an invitation to emotion. Straying from fragrance’s more familiar routes, a sultry journey is evoked by its Frangipani wake. This solar note, a hyper-sensual floral, evokes the dewy humidity associated with the faraway flower. The note is interwoven with Ylang-Ylang, its spice made smooth with Beeswax, Vanilla and Tuberose. A distilled Vetiver finishes the fragrance, grounding and rounding its feel.



*Fig.1 Frangipani*



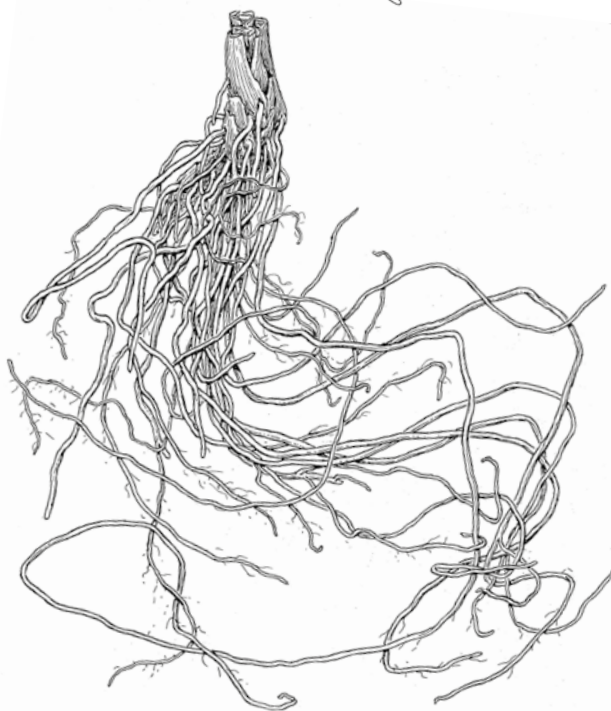
*Fig.3 Vanilla*



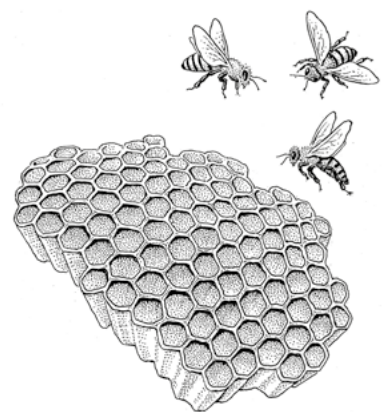
*Fig.2 Ylang-Ylang*



*Fig.4 Tuberose*



*Fig.6 Vetiver*



*Fig.5 Beeswax*

## THE DESIGN

Functioning as two individual parts of a whole, the fragrance bottles and packaging of La Femme Prada and L'Homme Prada are complementary rather than contrasted. A rich and unexpected mix of tradition, symbolism and intensely crafted quality reflects each scent, with codes of fashion and architecture intertwined.

La Femme Prada utilises the classical, symbolic language of the House. The iconic Prada Saffiano wraps the rounded back of the bottle in white and is echoed in the crosshatched design of the simple, embossed box packaging. The original Prada logo appears raised in gold on the front of the bottle, falling into relief as a mirror image, debossed on the back. The House absolutes of white and gold are applied to the women's fragrance, reflecting its sultrier scent, its amber glass emphasising this exoticism. Meanwhile, the almost architectural design of the bottle echoes jewel box-like Prada interiors; an internal mirror features within each, refracting light and multiplying imagery. It is a reflection of the multiplicity of La Femme Prada identities and the multi-faceted nature of Prada itself.







#lafemmeprada  
#lhommeprada  
#pradaxprada  
#pradafragrances

Press release and campaign available at:

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**PRADA**