

# L'HOMME PRADA

MILANO

DAL 1913



**“There is the idea of ‘L’Homme Prada’  
and ‘La Femme Prada’, but actually  
they don’t exist; there are 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.”

**“There are two men within me –  
one lives in the full sense of the word,  
the other reflects and judges him.  
In an hour’s time the first may be  
leaving you and the world for ever,  
and the second?... the second?...”**

Mikhail Lermontov, *A Hero of Our Time*

## **L'HOMME PRADA**

The question of identity is at the heart of L'Homme Prada. Who is the Prada man? 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 L'Homme 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 men who will wear L'Homme Prada.

L'Homme Prada is designed to reflect duality in the masculine identity. A fragrance of pairs, doubles and juxtapositions, a certain chilly distance is contrasted with a rich and sensual submersion. Masculine traditions are set against feminine notes in the utilisation of layered, high-quality ingredients. Nevertheless, a far-reaching, inclusive and confident conclusion is made: L'Homme 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.

### **Dane DeHaan**

Born in 1986, Dane DeHaan is an American actor who has already gained a formidable reputation as one of the leading actors of his generation. Coming to startling prominence in HBO's third season of *In Treatment* (2010), and following with his feature film breakthrough in *Chronicle* (2012), DeHaan has gone on to appear in various roles that have a wide-ranging and iconoclastic appeal. DeHaan is an actor whose work can span summer blockbusters, such as bringing to life the Green Goblin in the *The Amazing Spiderman 2* (2014), or starring in international art-house fare, such as playing the part of the legendary actor James Dean in the Anton Corbijn-directed *Life* (2015). Besides relishing complexity and difficulty in character roles, DeHaan has continued to defy pigeonholing and has grown into an unconventional leading man. His work continues to be both distinct and different in the forthcoming horror film *A Cure for Wellness*, the seventeenth-century romance *Tulip Fever*, as well as the highly anticipated comic book adaptation of *Valerian*. In 2013, Dane DeHaan made his Prada modelling debut in the Spring-Summer '13 season campaign.









### Ansel Elgort

Born in 1994, Ansel Elgort is an American actor, musician and DJ/producer, working in the music industry under the name 'Ansolo.' Born in New York, where he still resides, Ansel was born in New York, where he still resides, to the renowned photographer Arthur Elgort and Grethe Barrett Holby, a producer, stage director, choreographer and dramaturge, mainly known for her work in opera. Ansel is a classically trained dancer who began his acting career on the stage. He made his film debut in the remake of the classic horror film *Carrie* opposite Julianne Moore and Chloe Moretz (2013). He soon progressed to a leading man and is largely known for playing the role of Augustus Waters in the screen adaptation of *The Fault in Our Stars* (2014). Elgort is also known for his role as Caleb Prior in the *Divergent* film series. He can next be seen in the feature film *Baby Driver*, directed by Edgar Wright, in which he stars as the title character Baby opposite Kevin Spacey, Jamie Fox, Jon Hamm and Lily James. He recently shot *Billionaire Boys Club* also opposite Kevin Spacey, and *November Criminals* alongside Chloë Moretz. Elgort also has a burgeoning music career and recently signed a record deal with Island Records. He is proud to be continuing his work with Prada.









## 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.

L'Homme Prada is a fragrance of pairs, of doubles, of juxtapositions and layers. The classic codes of the male Fougère are all present in Neroli, Geranium and Patchouli. Yet the interchangeable male/female Prada signatures are present, too, in the shape of Iris and Amber, the principal elements. It is a mix that is both airy and yet purposefully, highly sensual.





Fig.1 Neroli



Fig.2 Pepper



Fig.3 Amber



Fig.5 Violet



Fig.4 Iris



Fig.6 Geranium

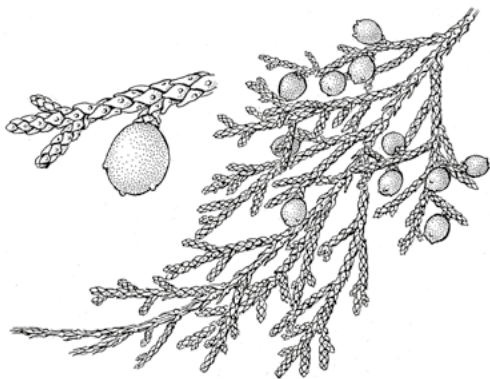


Fig.7 Cedar



Fig.8 Patchouli



## 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.

L'Homme Prada utilises the classical, symbolic language of the House. The iconic Prada Saffiano wraps the rounded back of the bottle in black and is echoed in the crosshatched design of the simple, embossed box packaging. The original Prada logo appears raised in silver on the front of the bottle, falling into relief as a mirror image, debossed on the back. The House absolutes of black and silver are applied to the men's fragrance, reflecting the chillier notes of its scent, its grey glass emphasising this classicism. 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 L'Homme Prada identities and the multi-faceted nature of Prada itself.







#lafemmeprada  
#lhommeprada  
#pradaxprada  
#pradafragrances

Press release and campaign available at:

[http://downloads.puig.com/PRADA/  
PR/LaFemmePradaandLHommePrada/  
DIGITALPRESSROOM](http://downloads.puig.com/PRADA/PR/LaFemmePradaandLHommePrada/DIGITALPRESSROOM)

© Steven Meisel (p. 15, 17, 19, 21, 23 & 25)

© Bobbi Angell (p. 29)

© Robin Broadbent (p. 33, 35 & 37)

© Antonio Puig SA 2016

No part of this book may be copied,  
reproduced or communicated in any form or by  
electronic, mechanical, or other means without  
the permission of Antonio Puig SA.

**PRADA**