

THE FILM

Prada presents the parallel launch of La Femme Prada and L'Homme Prada fragrances with a moving image campaign directed by Steven Meisel. Featuring actors Mia Goth, Mia Wasikowska, Dane DeHaan and Ansel Elgort playing a variety of nuanced roles, the campaign sees Miuccia Prada further exercise her fascination with the fluid nature of identity – the core concept of these feminine and masculine fragrances.

The campaign is soundtracked by Seattle-based singer-songwriter Perfume Genius' sparse and sensual reworking of Elvis Presley's classic 1961 ballad 'Can't Help Falling in Love'. It was Frederic Sanchez, Prada's sound producer of choice, who imagined the cover version as a confluence between the timeless and the now. Perfume Genius – the stage moniker for solo artist Mike Hadreas – is best known for his frank, stripped-back songwriting and sonic experimentation, often addressing issues of identity and sexuality. The campaign's specially commissioned recording gives extra weight and meaning to the fragrances' sense of the contrasting and the complementary, as Perfume Genius creates a tension between the tenderness of the original and the enigmatic mood of the film – in doing so, offering something new and revealing.

In the moving images, Meisel's stark mise-en-scène and use of chiaroscuro through boldly contrasted lighting, displays a masterful exercise in visual sophistication. Depicted in fluid movements, the four actors play out an allusive narrative, with the emphasis on diverse character. As the film's – and soundtrack's – climax arrives, the two iconic fragrance bottles appear in rotation, in symmetry, functioning as individual parts of a whole, a succinct visual metaphor for how Prada's latest fragrances challenge the conventions of male and female identity.