

THE STATEMENT

Prada is a brand based on ideas. So in the same way that its fashion collections and catwalk shows set out to ask questions and explore cultural conditions, all Prada fragrances are born out of olfactory investigations.

When the starting point is the definitive article – La Femme Prada and L'Homme Prada – this provides the ideal prism through which to question and reconsider the role that gender plays within the olfactory experience. Whether merging, inverting, layering or simply challenging so-called masculine or feminine ingredients, the aim, as ever, is to disrupt the status quo, the clichés, in order to forge new and unexpected realities.

La Femme Prada takes the most clichéd feminine olfactory trope – the flower – and examines its many forms within the multi-faceted world of Prada fashion. In doing so, the note is taken on a wildly exotic journey, in which the combined floral ingredients evoke the myriad feminine identities that exist beyond those most reductive or obvious. L'Homme Prada, meanwhile, becomes the olfactory arena in which the signature Prada masculine ingredient – Amber – collides with its most overtly Prada feminine counterpart – Iris. Through the juxtaposition of ‘contradictory’ notes, something mysterious and alchemical happens, provoking a vivid reaction, at once intellectual and emotional, that plays with the very essence of gender.