

FRAGRANCE AND PERSONAL CARE

Prada traverses the fluid identities of La Femme et L'Homme in campaign film

September 19, 2016



Prada La Femme et L'Homme Prada campaign

By JEN KING

Italian fashion house Prada has bottled its iconoclastic attitude for a binary fragrance for men and women.

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Surrounding its new fragrance launch, La Femme Prada for women and L'Homme Prada for men, Prada has developed a marketing concept that features multiple women and men, but who are shown to have interchangeable identities. The campaign works to show that La Femme Prada and L'Homme Prada characterize the Italian fashion house's consumers into a bundle of total brand identity.

"Fragrance is one of the most challenging markets since scent is the only sense that cannot be translated over traditional media," said Maureen O'Boyle, producer at [TAG Creative](#).

"The video is beautiful, dramatic lighting, memorable soundtrack, those who see it won't soon forget it," she said.

Ms. O'Boyle is not affiliated with [Prada](#), but agreed to comment as an industry expert.

[Prada](#) was unable to respond directly by press deadline. Prada's fragrances are a license of Spain's [Puig](#).

She is him. He is her.

La Femme Prada and L'Homme Prada are presented to consumers as a "pair of equals" with the scent serving as an "olfactory map" for true femininity and masculinity.

Both fragrances were developed by Daniela Roche Andrier and have been "designed to take the wearer on a voyage through place, memory and time."

The female version, kept in a gold-lined bottle with a cream-colored leather backing, is a "hyper-sensual floral" with notes of ylang-ylang, beeswax, vanilla, tuberose and distilled vetiver. The men's, held in a silver and grey-toned leather version, evokes "classic codes" with notes such as neroli, geranium, patchouli, iris and amber.



Mia Wasikowska for La Femme Prada

Prada's video for the La Femme et L'Homme Prada line was shot by photographer Steven Meisel and explores "the fluidity of identity."

The film begins with actress Mia Wasikowska dressed in black against a stark black background. In the next frame, actress Mia Goth is shown in similar dress walking through a door. Once she is through to the other side, actor Ansel Elgort is shown as he walks towards a similar doorframe.

Once through to the other side, actor Dane DeHaan is shown instead of Mr. Elgort, giving the viewer the impression that both men are one in the same. In a scene following, Ms. Goth appears to have become Ms. Wasikowska.

As the video continues all four actors are shown alone. By never showing them together, Prada is able to better express its interchangeable identity concept.

La Femme et L'Homme Prada

The film is accompanied by singer Perfume Genius, a fitting moniker considering the product, who sings a rendition of Elvis Presley's "Can't Help Falling in Love."

If consumers enjoy Perfume Genius' version of the song, Prada has provided a link to download. Providing a takeaway from the campaign may result in future awareness when the song is played, bringing back memories of the La Femme et L'Homme Prada campaign.

"Incorporating a downloadable element, such as a song, prolongs awareness by giving the consumer something to take with them after their initial experience with the ad," Ms. O'Boyle said. "Now when the haunting rendition of 'Can't Help Falling in Love With You' comes up on their playlist, they will immediately be reminded of Prada."

Prada also included a behind-the-scenes "Proust Questionnaire" featuring the four spokesmodels seen in the campaign film. Ms. Goth begins by explaining what fragrance is to her, followed by Mr. Elgort.



Ansel Elgort for L'Homme Prada

Additional questions tackle what femininity and masculinity means, what makes a person good and who they would be if not themselves.

Identifying notes

Fragrance marketing often seek to explore the multiplicity of the consumer who wears the scent.

For example, French footwear label Christian Louboutin is venturing into the fragrance category after a successful entrance into color cosmetics.

Instead of a single fragrance to make its introduction into the perfume market, Christian Louboutin has created three scents to capture the multifaceted desires and personalities of a woman. With the fragrance trio, Christian Louboutin now offers female consumers footwear, accessories, lipstick and nail varnish, to create a head-to-toe, branded look ([see story](#)).

Also, French fashion label Kenzo is weaving an energetic tale of spontaneity and creative expression to launch its latest scent.

Inspired by the brand's eye insignia from its fall/winter 2013 collection, Kenzo World is the first fragrance envisioned by Kenzo co-artistic directors Carol Lim and Humberto Leon. To celebrate the launch, the design duo tapped their friend filmmaker Spike Jonze to capture the free-thinking, spirited layer of the Kenzo woman in a colorful, feverish short ([see story](#)).

Prada's incorporation of the behind-the-scenes Proust Questionnaire aided in showing the various interpretations of a single concept.

"The interview helps to personalize the campaign and touches on Prada's point of view on gender roles and what truly define masculinity and femininity," Ms. O'Boyle said.

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