

FRAGRANCE AND PERSONAL CARE

## Prada maps the orient in unisex fragrance debut

March 28, 2017



*Prada Les Mirages Dark Night, part of the Prada Olfactories series*

By STAFF REPORTS

Italian fashion house Prada has reimagined the fragrance category as a global atlas with the introduction of four unisex scents.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Described as pins on an imaginary map, Prada's unisex fragrances are additions to the brand's Olfactories collection, a niche perfume offering. As with fashion, fragrances are becoming increasingly genderless to allow consumers to select scents that speak to their personalities rather than their genders.

### Scents for all

Les Mirages, the four additions to Prada Olfactories, are all unisex in design.

Scents include Soleil au Zentih, a spiced fragrance, and an oud rose named Miracle of the Rose. The series includes Darklight, an amber scent and Midnight Train, a patchouli fragrance.



*Prada Les Mirages, part of the Prada Olfactories line*

Les Mirages are "informed by the nature of community, constructed differences, oriental/occidentalism and futuristic travel." It is this concept that creates an olfactory atlas based on a reinterpretation of Oriental fragrance codes.

The scents were developed by Miuccia Prada and perfumer Daniela Andrier.

Similar to the main Prada Olfactories line, the brand created scent profile collages to promote the four unisex fragrances.

For example, Soleil au Zenith's collage includes orange lilies and brown- and rust-toned motifs representing its notes of sandalwood, ylang ylang, vanilla, nutmeg, cinnamon, pimento and cumin.

French fashion house Chanel also launch a unisex fragrance in June 2016. The scent, Boy Chanel, is named for Chanel founder's soul mate, Arthur "Boy" Capel who inspired many of namesake brand's wares, especially in the fragrance and beauty category ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.