

FRAGRANCE AND PERSONAL CARE

Prada recruits Jake Gyllenhaal as fragrance frontman

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Jake Gyllenhaal for Prada Beauty. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Italian fashion house Prada has announced Academy Award-nominated actor and producer Jake Gyllenhaal as the new face for its new, soon-to-be-revealed men's fragrance.

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For his advertising debut with the brand, Mr. Gyllenhaal was shot by photographer Slve Sundsb for the campaign, which will also include a short film directed by Johan Rench. The American actor aims to embody the new fragrance by finding a balance between strength and virility and sophistication and self-awareness.

"With a combination of physical and intellectual strength, Jake is a modern adventurerthe perfect embodiment of Prada's new masculine fragrance," said Yann Andrea, general manager of Prada Beauty International, in a statement. "His unique acting work elevates the limits of emotion, while the visionary projects he produces focus on bold new horizons of storytelling."

Face for film and fragrance

Mr. Gyllenhaal is an Academy Award- and Tony-nominated actor as well as a producer of note with his company Nine Stories.

Alongside Hollywood's notable filmmakers, Mr. Gyllenhaal has starred in more than 60 feature films including Ang Lee's "Brokeback Mountain," for which he received an Oscar nomination and won a BAFTA for Best Supporting Actor, Dan Gilroy's "Nightcrawler," for which he received Golden Globe, BAFTA, SAG and Independent Spirit Award nominations and Richard Kelly's "Donnie Darko."



Prada's Luna Rossa fragrance. Image credit: Prada

His stage work on Broadway includes the Tony-nominated "Sea Wall / A Life," the hit revival of Stephen Sondheim's "Sunday in the Park with George" and Constellations.

Most recently, Mr. Gyllenhaal reconnected with director Antoine Fuqua to star in "The Guilty" for Netflix, which Nine Stories also produced. The film will be released in the fall.

In early 2022, the actor will be seen starring in Michael Bay's action-thriller "Ambulance" for Universal.

Prada Group, the parent company of the Italian brand, surpassed its revenue levels from the first half of 2019, despite retail restrictions, with profitable growth driven by full-price sales.

Retail sales were up 60 percent in the first half of 2021, compared to the 8 percent increase from H1 2019, showing a strong acceleration in the second quarter. For the fifth quarter in a row, the group's ecommerce revenue grew by triple-digit percentage points ([see story](#)).