

FRAGRANCE AND PERSONAL CARE

## Prada reveals innovative fragrance film starring Jake Gyllenhaal

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*Image credit: Prada*

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By LUXURY DAILY NEWS SERVICE

Italian fashion label Prada is setting sail with its newest ambassador, actor Jake Gyllenhaal, in its newest fragrance effort.

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Directed by Johan Renck, the film follows Mr. Gyllenhaal pushing himself to the edge the Luna Rossa yacht. The Luna Rossa Ocean fragrance and campaign explore how technology can help people reach new horizons.

**Luna Rossa Ocean**

The vignette begins with Mr. Gyllenhaal admiring the sleekness of the yacht, and his own reflection off its surface, before setting sail in rough waters.

As a dramatic soundtrack blares, the actor navigates the yacht and the ocean with determination.

The futuristic AC75 monohull was the winner of the 2021 Prada Cup, and the Luna Rossa' unique foil wings give the sailboat the appearance of flying over the water.

*Jake Gyllenhaal for Prada*

Mr. Gyllenhall pauses and lets the ship navigate itself. A shot from underneath the waves shows the wake turn red as the boat passes.

Finally, the film leans into the impossible. The ship now still, Mr. Gyllenhaal is seen looking at an eerily close, blood red moon in awe.

Inspired by ocean adventures, Prada's new masculine scent, Luna Rossa Ocean, has notes of bergamot, lavender and sage. It joins other "high-tech" fragrances in the range, including Black, Carbon and Sport.

Last month, Prada revealed the Academy Award-nominated actor and producer as the new face of its new fragrance. For his advertising debut with the brand, Mr. Gyllenhaal was also shot by photographer Slve Sundsb for the campaign ([see story](#)).

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