

FRAGRANCE AND PERSONAL CARE

## Prada taps Emma Watson as beauty ambassador

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*Emma Watson is the new face of Prada Beauty. Image credit: Prada*

By LUXURY DAILY NEWS SERVICE

Italy's **Prada** is quickly expanding its newly launched beauty platform with British actress Emma Watson as the face of its new women's fragrance.

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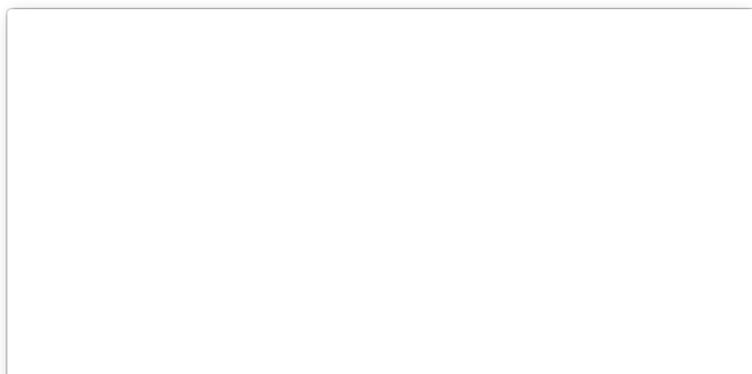
However, the young actress and activist is not simply fronting the brand announcement. She is making her directorial debut with the campaign imagery and materials.

### New endeavors

In mid-August, the fashion house introduced a new platform dedicated exclusively to its beauty offerings.

Launched on Aug. 11, the new Prada Beauty Instagram account and website invite consumers, innovators and creatives to develop new possibilities within the beauty space. To garner excitement for the launch, the brand posed questions to its Instagram followers about what beauty means to them and how they can use beauty to invent and express themselves.

In collaboration with London-based multimedia creative studio Posthuman, the site launch converged sensory images with technology, ingredients and digital textures. Prada suggests beauty can be unapologetic elegance, multidimensional singularity or inclusive universality ([see story](#)).



[View this post on Instagram](#)

A post shared by Prada Beauty (@pradabeauty)

This is also not the first interaction between Ms. Watson and luxury, in fact, she earned a major seat at Kering in 2020.

The actress, alongside DiDi Chuxing president Jean Liu and former Credit Suisse Group CEO, Tidjane Thiam, were named to the board of Kering, owner of fashion brands such as Gucci, Alexander McQueen and Bottega Veneta.

The new appointees were approved June 16, 2020 at the Kering shareholders' annual meeting. At the same meeting, Mr. Thiam was appointed chair of the Kering audit committee and Ms. Watson chair of the sustainability committee ([see story](#)).

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