

FRAGRANCE AND PERSONAL CARE

Prada celebrates beauty in duality with director, actress, ambassador Emma Watson

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Actress Emma Watson proves the Prada Woman is multi-dimensional by way of a self-directed campaign film. Image credit: Prada Beauty

By AMIRAH KEATON

Italian fashion house Prada is partnering with English actress Emma Watson, in a strategic move emblematic of the brand's intellectual values.

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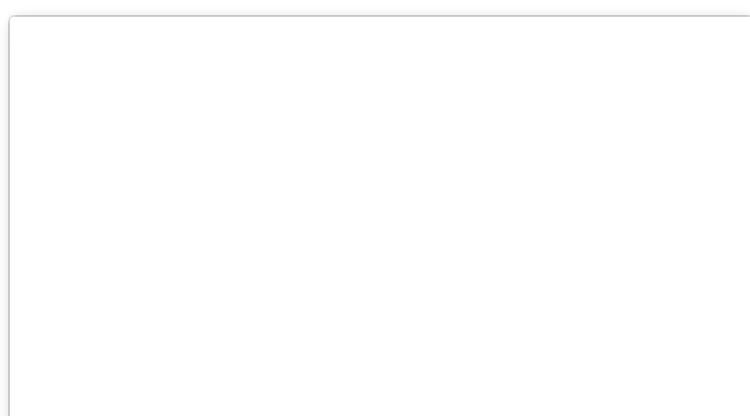
The multihyphenate has made her directorial debut for Prada Paradoxe, the brand's first fragrance launch since establishing a partnership with cosmetics leader L'Oreal in the interest of a global beauty takeover. With product due in-store and online on Aug. 22, Prada Beauty masterfully reverses roles in its latest rollout: teasers for an upcoming campaign film to feature Ms. Watson as both its face and director.

Intelligent beauty

Prada Beauty is basking in the light of its parent company by proving the Prada Woman is more multi-dimensional than ever with its latest launch.

The heritage house continues its support for its newly-introduced beauty platform with an expertly-crafted creative which fronts Watson both on screen and off.

"Why should I be framed?" asks Ms. Watson, at the start of one teaser video.



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A post shared by Prada Beauty (@pradabeauty)

The actress then appears, albeit notably not face-first, in a series of highly sensory shots. Following, the camera pans first across Ms. Watson's dark eyes before catching an upward-facing jawbone shot, her ear ornamented with Prada's classic triangle logo-ed accessory.

The clip makes a very literal point in beginning with thoughts, as opposed to forced frontals, bucking the standard for fragrance ads while staying true to the brand's "activating beauty" tagline by pointing its audience, instead, towards the beauty of Ms. Watson's mind.

Audiences may miss that campaign assets have one thing in common: the moving images lack product, with not a single perfume bottle in sight.

Subsequent seconds outline what will presumably serve as the film's primary plot, as on-screen scenes emphasize the spectrum of professions women have pioneered through. Revealing in nature, this is an intimate depiction of the Prada Woman spans science a glow-in-the-dark blue, astro-adjacent figure floats across the camera in goggles and surrounded by screens as well as the arts, as a woman dances atop a post.

This particular teaser's storyline may involve many main characters, each living out her purpose, or, perhaps, these cuts are representative of the same character, who finds fulfillment in her multitudinous existence.

Even static visuals position disparity as something to celebrate: the star centers one femme-skewing photo in bright orange garb, silver dangled earrings and winged liner while, in another, sporting a heather sweater and thick workmans' wear. All the while, Ms. Watson does not just embody the versatile ease of the Prada Woman but, rather, exists as the epitome of.

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A post shared by Prada Beauty (@pradabeauty)

"Boxes are always too small," the Prada Beauty ambassador declares, this time in a shorter clip, as the brand's distinctive white font fills the screen and the talent marches across a puddle in branded combat boots.

An ethereal soundtrack sets the mood, as Ms. Watson's time appearing amid her characters is elusively short in duration and simultaneously strong in spirit.

Supplemental Instagram stories posted to Prada Beauty's page show behind-the-scenes content of Ms. Watson's creative process.

A clapperboard with the activist and artist's name drawn in marker under the shortened "Dir:" hands viewers a dedicated visual for her directorial debut.

Throughout all campaign assets, Ms. Watson and Prada Beauty are signaling a shared progressive vision of the brand's "activating beauty" mission, reworking the rules of luxury marketing in the process.

Celebrity power stands strong

One detail that has been quick to garner buzz, as fandoms tend to carry word of brand partnerships like these far and wide, is Ms. Watson's pixie cut hairstyle, which makes its own debut during the film.

Despite the seemingly monumental transition, spectators must remain leery of violating the film star's very thesis: allowing a fixation on her form to muddy her message, one that serves as her new work of art's ultimate draw.

Conversely, the power of celebrity cannot be denied. Luxury consumers are no exception, consistently falling under the spell of star power and backing their support in dollars.

Amped up luxury fashion's online buzz, with engagement from virtual celebrity "fandoms" giving brands a huge boost, celebrity collaborations and ambassadors partnerships prove effective. A recent Meltwater report revealed that K-Pop stars were the biggest drivers of engagement in the luxury fashion conversation on Twitter: the highest spike in engagement occurred on July 8, 2021, when Louis Vuitton published Tweets promoting designer Virgil Abloh's fall/winter 2021 fashion show featuring the members of the Korean boyband BTS ([see story](#)).

The world of brand ambassadors and celebrity partnerships is constantly evolving, with luxury labels relying on some of the world's most famous faces in acting, entertainment, sports and social media to extend their reach. Whether literally the star of a show or an influencer dominating Instagram, consumers continue to seek star power and authenticity from their ambassadors across the board ([see story](#)).

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