Prada unveils campaign for new women's scent, Emma Watson stars, directs

By Sandra Halliday - August 22, 2022

A major women’s fragrance launch is always a big event and to accompany its latest release, Prada has unveiled a brand new campaign.

The fragrance, Prada Paradoxe, "celebrates the multi-dimensionality of a woman impossible to frame".

The campaign features fashion favourite actress Emma Watson, who not only has the starring role in the film short but also makes her directorial debut for it.

The film "celebrates the myriad unique elements of every woman that come together to create an authentic, ever-evolving whole: a woman that is never the same, yet always herself".

Watson, who rose to fame in the Harry Potter movies, is also also a UN Women Goodwill Ambassador. Her prominence as an activist as well as a famous face and red carpet regular continues the modern tradition of brands seeking spokesmodels who are more than just physically attractive.

Watson said: “I think it was serendipitous that Prada came to me with this project. It was around the time when I had really made a decision in my heart and my head that I wanted to direct – and I found the concept of being a woman who is a paradox so compelling. I hope that the values behind Prada Paradoxe give women a little more space to celebrate themselves, to know that it’s ok to be complex and to explore the different facets of themselves that make them the fullest expression of who they are.”

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