



PRADA

OLFACTORIES




**PRADA PRESENTS THE NEW
OLFACTORIES LES MIRAGES,
A TWIST ON MODERN FANTASY**

PRADA OLFACTORIES ARE SPELLBINDING ODES TO PRADA'S TRADITION OF UPENDING EXPECTATION – A SERIES OF SURREALISTIC SCENTS THAT CONJURE THE INTOXICATING EFFECT OF A PARTIALLY REMEMBERED DREAM. LES MIRAGES IS A PROVOCATIVE CHAPTER IN THE PRADA OLFACTORIES STORY INSPIRED BY THE DREAMLIKE EXPERIENCE OF WORLD TRAVEL. NOW A COLLECTION OF EIGHT ORIGINAL FRAGRANCES, LES MIRAGES ARTFULLY ARTICULATES PRADA'S PERPETUAL ENGAGEMENT WITH INTERPRETING AND CELEBRATING GLOBALISM'S MANY COMPLEXITIES. REDEFINING THE ART OF AROMA AS ATLAS, EACH FORMULA ACTS AS A PIN IN AN IMAGINARY MAP.



THE CREATIVE APPROACH

PRADA OLFATORIES LES MIRAGES IS A COLLECTION OF FOUR NEW UNISEX FRAGRANCES THAT EXPAND THE UNIVERSE OF OLFACTIVE EXPERIMENTATION. LIKE THE FIRST LES MIRAGES COLLECTION, THESE DRAW ON THE TROPES OF TRAVEL THAT FRAME AND MODERNIZE EASTERN FANTASIAS. REMINISCENT OF THE SENSATIONS THAT ONE BRINGS TO A NEW TERRITORY, THESE FRESH ADDITIONS HAVE A COMMON PROFUNDITY: THE DEEP CULTURAL VALUE INVESTED IN SCENT. WORKING IN COLLABORATION WITH PERFUMER DANIELA ANDRIER, MIUCCIA PRADA STARTED WITH THE IDEA OF FRAGRANCE-AS-GIFT: CONCOCTIONS MADE FROM RAW ELEMENTS; SENSUAL ESSENCES IMAGINED AS PRECIOUS CARGO COVETED BY CONNOISSEURS. EACH CLOUD OF COMINGLING VAPORS IS A SENSORY DEPICTION OF THE WORLD'S FAR FLUNG AND FUSED CONDITIONS.



DESERT SERENADE, A DARKLY ELEGANT HONEYED-LEATHER AROMA, SHIFTS WITH NOTES OF SAFFRON, WHILE THE INDOMITABLY JOYFUL LEATHER BASE OF MOONLIGHT SHADOW IS SMOOTHED WITH RIPE FIG AND CEDARWOOD. BABYLON, A FRAGRANCE EXCLUSIVE TO SELFRIDGE'S, COOLS LIKE A DESERT PALACE MAGICALLY MADE OF CRYSTALLINE SAND, A MIRAGE OF SANDALWOOD, CISTUS, AND AMBER. THE MIDDLE EAST EXCLUSIVE, SOME VELVET MORNING IS, LIKE THE SONG, A PLAYFUL, SEDUCTIVE MELODY OF MUSK, BENZOIN, AND VANILLA THAT DRIFTS AND SURGES.



DESERT SERENADE

A SOLITARY NOTE DRIFTS OVER
A FLUID DESERT, A BEACON FOR
SOME ELEGANT AFFAIR ON THE
HORIZON. AS EVENING TURNS TO
DUSK, THE THICKNESS OF NIGHT
GLIDES ACROSS SUN-SOAKED
EARTH, SAVING AND INTENSIFYING
THE DAY'S SWEETEST MOMENTS.
HONEYCOMB, LEATHER, AND
SAFFRON GLIMMER LIKE STARS,
LIKE MEMORIES FROM THE
AFTERNOON PRECEDING A CRISP
NIGHT.



MOONLIGHT SHADOW

SHADOWS SEEN AT NIGHT ARE BLURRED OR DOUBLED; A STREETLAMP CASTS COMPETING SHAPES IN SLIGHTLY DIFFERENT SHADES. HANGING IN THE AIR IS A PRESENCE OF STRETCHED, FRUITY LEATHER, OF RIPE FIGS READY TO DROP FROM THEIR PRIMEVAL TREES, AN AROMA AS OPAQUE AS CHOCOLATE. IN CONTRAST, THE SECOND SHADOW; A DELICATE CEDARWOOD, ITS EDGES FRESHLY CARVED, ROUNDS OUT A NIGHT AS PROMISING AND POIGNANT AS THE FULL MOON.



BABYLON

A STORIED PALACE, A MODERNIST MONUMENT MADE OF SHIMMERING SAND GLINTS IN THE DISTANCE. THE FAMED KINGDOM OF BABYLON LENDS ITS NAME TO MULTIPLE MEANINGS, AN INFINITE ECHO OF MIRAGES. THE CREAMY COMBINATION OF CISTUS, AMBER, AND SANDALWOOD EVOKES INTERPRETATIONS BOTH ANCIENT AND FRESH: A MYTHOLOGICAL CITY IN A NEON SKY.



SOME VELVET MORNING

A DUET BETWEEN ONE SULTRY, MASCULINE VOICE AND THE DREAMY CHANT OF HYPER-FEMININITY, "SOME VELVET MORNING" TELLS THE STORY OF COILED HARMONY. THE SOUNDS START OFF STARKLY SEPARATE, BUT STEADILY THREAD TOGETHER: THE STOMPING TEMPO OF MUSK AND BENZOIN IS PLUCKED WITH VANILLA, PEACH, AND PATCHOULI, GENTLE STRINGS FLOATING IN FROM THE LIQUID-HOT DESERT AIR.



THE DESIGN

EACH NEW ADDITION TO THE PRADA OLFACORIES LES MIRAGES COLLECTION COMES WITH ITS OWN VISUAL COLOR PALETTE FOUND IN AN ICONIC PRADA PATTERN. THE DARK-HUED FLACONS ARE FOUND NESTLED IN SILK POUCHES THAT REFLECT THESE PATTERNS, EACH INSIDE A BOX FEATURING THE CLASSIC PRADA SAFFIANO LEATHER TEXTURE.

THE BOTTLES THEMSELVES ARE DERIVED FROM TRADITIONAL TINCTURE VESSELS, BOTH WISTFUL FOR THE EARLIEST DAYS OF PERFUME DISCOVERY AND UNCOMPROMISING IN THEIR QUEST FOR INNOVATION IN DESIGN, AS SEEN IN ANY INSTANCE OF PRADA'S INSIGNIA.





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