

## Prada Introduces Chai-Inspired Fragrance ‘Infusion de Santal Chai’

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Italian luxury fashion house **Prada** has stirred global interest with an unexpected new addition to its fragrance lineup — a **chai-inspired perfume** that captures the warmth and familiarity of India’s beloved tea culture. The perfume, named **Infusion de Santal Chai**, is part of Prada’s unisex *Les Infusions* collection and blends spicy and creamy notes reminiscent of a chai latte.

### A Fragrance Inspired by Tea Culture

Infusion de Santal Chai aims to evoke the cosy, comforting aroma of a steaming cup of chai. The scent combines milk-like creaminess, spicy chai accord and woody undertones, anchored by **sandalwood**, with bright accents of **cardamom** and **citrus**, wrapped in soft musks. This unique composition places it firmly in the **woody-milky fragrance family**, offering a blend that is at once warm, aromatic and suitable for everyday wear by both men and women.

Prada’s official promotional content highlights the perfume’s aesthetic — presented in a signature **brown glass bottle** with a camel-coloured cap, reinforcing the cosy, tea-inspired theme.

### Luxury Pricing for a Distinctive Scent

As expected from a high-end fashion house, the perfume carries a premium price tag. On Prada’s official website, a **100 ml bottle is listed at approximately \$190**, equivalent to around **₹17,000** in India.

### A Cultural Moment With Mixed Reception

The launch follows Prada’s recent inclusion of **Kolhapuri chappal-inspired designs**, reflecting the brand’s exploratory engagement with Indian cultural elements — a direction that has generated both attention and discussion online.

Infusion de Santal Chai similarly elicits mixed reactions, with some fragrance enthusiasts intrigued by the innovative concept, while others question how well a familiar beverage translates into a wearable perfume.

### Prada’s Fragrance Evolution

Prada’s new chai perfume represents the brand’s continued interest in pushing creative boundaries within luxury perfumery. By integrating unexpected scent inspirations with classic fragrance craftsmanship, the Italian fashion house once again blurs the lines between culture, nostalgia and high fashion.

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