

INTERNET

## Prada draws “visual road trip” for Candy Kiss fragrance

April 1, 2015



*Prada Candy Kiss cartoon*

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By STAFF REPORTS

Italian fashion house Prada is promoting its Candy Kiss fragrance collection with an animated video exclusively on French Vogue.

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For the video Prada worked with French visual artist Vahram Muratyan to envision a world where a fragrance bottle sprays kisses and lips are personified. Creating exclusive content for French Vogue reflects the fashion publication’s industry standing and offers a perk for its dedicated readership.

### Candy kisses

For the Prada Candy Kiss video Mr. Muratyan created a “visual road trip” to promote a collection of three mini bottles of the brand’s fragrances.

The minute-long video begins with a cartoon woman, meant to be brand ambassador Léa Seydoux, blowing lip-shaped bubbles before getting in a convertible to drive along a cityscape made of Prada Candy bottles and buildings of kisses. Soon she is driving along a hill that becomes the top lip of a larger iteration of Ms. Seydoux as she applies lipstick.



*Prada Candy GIF by Vahram Muratyan*

In the following scene, cartoon Ms. Seydoux removes a bottle of Prada Candy from its box and places it in her handbag. Kisses in different shades float out of the handbag before the film focuses on a lip-shaped accent on her heel, pulsing as she taps her foot waiting for a ride.

Next the animated Ms. Seydoux drives past a Prada boutique with Prada Candy window displays as she purses her lips together in the sideview mirror. The cartoon then turns on a screen inside her car that shows lips with legs dancing.

Embedded Video: [//www.dailymotion.com/embed/video/x2l8ufw](http://www.dailymotion.com/embed/video/x2l8ufw)

*Prada Candy Kiss par Vahram Muratyan by Vogue Paris*

Mr. Muratyan has worked with Dior, Hermès and Lancôme.

Prada has used different mediums to promote its Candy fragrance including a comic book that tells of the scent's otherworldly origin ([see story](#)).

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