

INTERNET

## Prada introduces Olfactories scents with imaginative collages

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*Image from Prada's Olfactories campaign*

By SARAH JONES

Italy's Prada Parfums is illustrating the contradictory qualities of each of the "surreal" scents in its Olfactories fragrance collection through a series of still lifes.

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For each of the 10 "potent concoctions of the unexpected," Prada has created a collage that interprets the notes in a tangible way. With each of the scents sold in the same rectangular glass bottle, this digital campaign creates a visual means for consumers to explore the range.

"Playing somewhere in-between the world of Dadaism and Surrealism, these videos are beautiful yet alluring and like everything Prada does, they excite the senses," said Terry Rieser, co-founder and COO of [Tag Creative](#).

"There are few things more powerful than intrigue and I think for a brand like Prada, having understated confidence to create a world of intrigue and let the consumer explore, is right on the money," she said. "Few brands can truly execute with that level of sophistication and yet again, Prada demonstrates that it plays by its own rules.

"The scenes represent a dreamscape, a visually rich collage combining the surreal with elements of reality. Prada is inviting consumers to select their preference based on what connects with them or even triggers something emotionally personal."

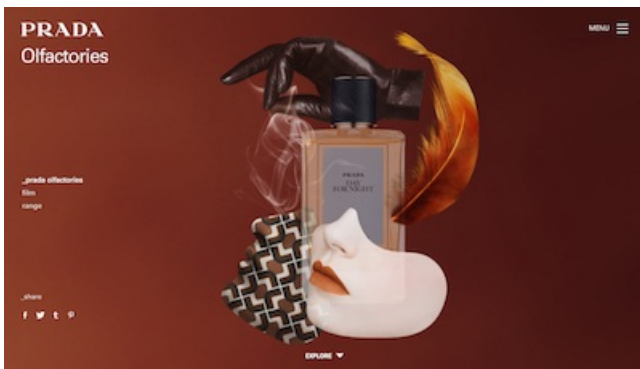
Ms. Rieser is not affiliated with Prada, but agreed to comment as an industry expert.

**Prada Parfums** was unable to comment directly before press deadline.

### Scents sensibility

Prada created a dedicated page of its Web site for Olfactories, which it linked from its homepage.

When consumers navigate to this page, they are greeted by an automatic slideshow of collages. The user can move her mouse to shift individual items within the compilation.



*Screenshot of Prada Olfactories page*

Below this slideshow, viewers can read about the fragrances' concept, which is intended to reference a "partially remembered dream." The collection was developed by perfumer Daniela Andrier with creative direction by Miuccia Prada.

Prada continues, "Devised as collages of uncanny experiences, they embrace the spirit of mysterious juxtapositions: the feminine faces the masculine, the real encounters the imaginary, the mundane becomes precious."

A short video animates all of the still lifes used throughout the campaign, introducing consumers to the entire portfolio of scents. The images and video footage are also used on the individual product pages for each fragrance.

### *Prada Olfactories*

In each still life are elements of the human form as well as animals and inanimate items.

For instance, for Purple Rain, a reimagination of Prada's Iris scent, the image chosen to illustrate the fragrance is a woman's face partially obscured by a blossom.

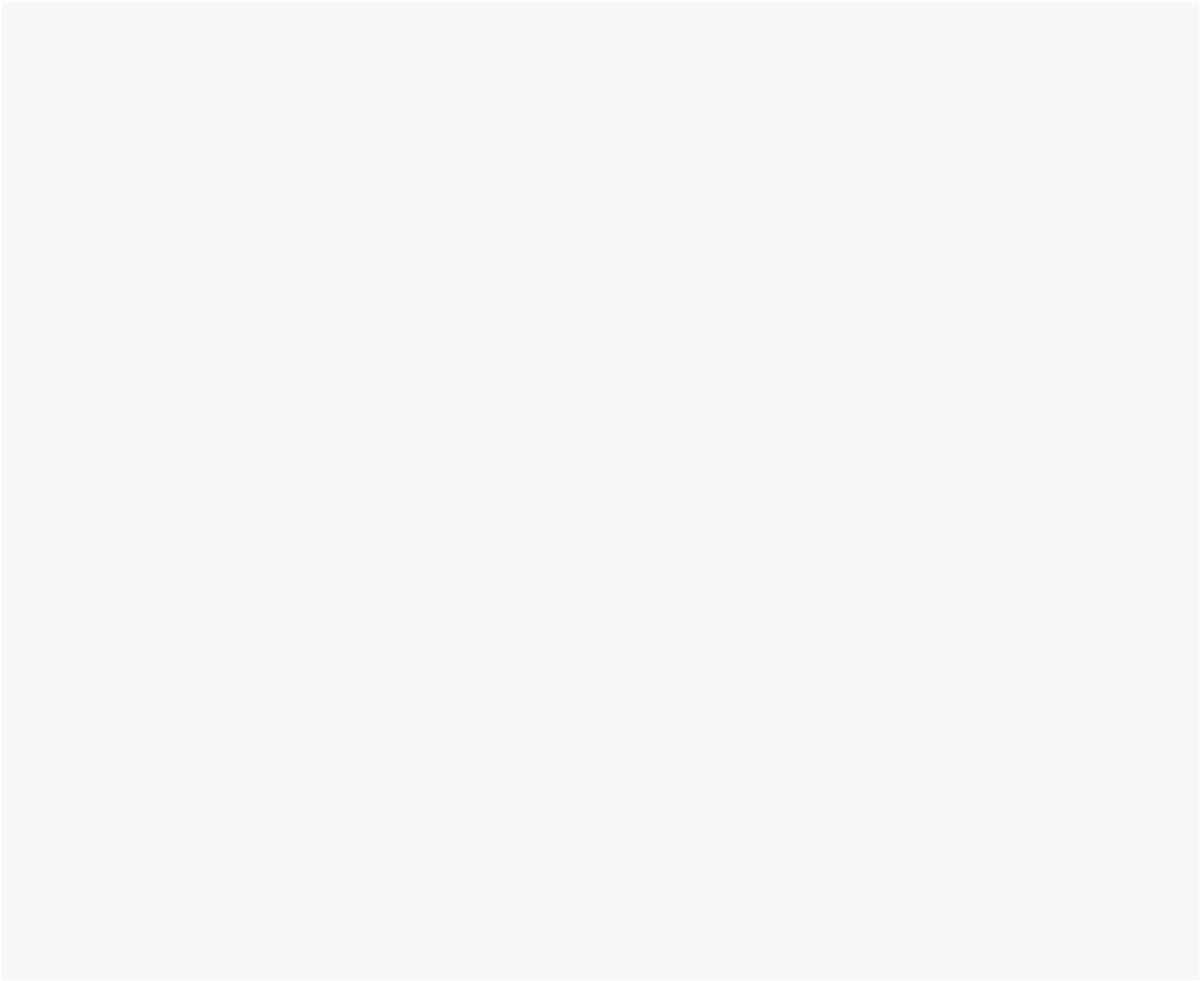


*Instagram post from Prada*

In another, Day for Night, depicts a waft of smoke rising up to a leather gloved hand. Besides a the lower portion of a female face lie two feathers.

All of the product descriptions for the Olfactories shy away from an outright listing of notes, instead choosing to paint a scene for the consumers.

Double Dare is described with the passage "Beyond charted territory, a discreet wilderness flourishes on manicured grounds. Creatures roam in a warm haze of spice and leather. Evolution takes wing. Double Dare is the scent of a rarefied preserve, a balance of the exotic and the exquisite."



A video posted by Prada (@prada) on Nov 10, 2015 at 1:14am PST

Representing the masculine blending with the feminine. For instance, Cargo de Nuit, representing an ocean trip at night, features pieces of both a male and female face bouncing around the sea along with a porthole and an image of water.

The bottles themselves are a contradiction, with clear glass flacons featuring sky blue labels and midnight blue caps. While advertised online, the line is not available on Prada's Web site. Rather, consumers have to purchase the collection from Prada boutiques or via select retail partners.

"Smart brands know they need to play with different techniques to capture a consumers attention and to excite them to engage online," said Gina Delio, chief creative officer at Tag Creative. "Unfortunately, selling a scent online is kind of challenge.

"Choosing a fragrance is an incredibly personal decision made almost solely on the ability to actually smell the product and to see how it reacts with ones own body," she said. "Therefore, it is obvious that there are some limitations with what you can do.

"I think what is interesting with Olfactories is the choice to move away from talking about the specific perfume notes and rather, creating a film that appeals to each individual's story. In this case, the individual is one of the 10 fragrances in the collection. It's almost as if you chose the fragrance by which film you connect with, leading you to explore deeper into this dream like world Prada has carefully created."

Making a connection

Diversifying fragrance efforts visually can help consumers find an aspect of a line that resonates with them.

French fashion label Chanel is asking consumers their sign on Instagram in a new marketing effort for the Chance fragrance collection.

The Instagram content, exclusive to the platform, includes GIF imagery for each of the 12 astrological signs to connect with Chanel enthusiasts on a personal level. The integration of the Chance fragrance aligns with the zodiac messaging as many consumers, especially those in Asia, may rely heavily on their signs to predict life events and chances as suggested by the scent's placement ([see story](#)).

For Prada's similarly minimally bottled Les Infusions line, the brand chose to focus on the scents themselves to differentiate the fragrances.

The label showed consumers the "poetic interpretation" of the ingredients found in its Les Infusions fragrance range.

Shared socially, Prada included a 30-second video in its communications for Les Infusions which showed flowers used in the fragrance range dusted with pigment, or colored pollen, and drips of paint. Luxury perfumers often script detailed narratives around the ingredients used in their fragrances to highlight the quality of raw materials used ([see story](#)).

"Each [Olfactories] film is very different, communicating its own story and appealing to a different set of emotions, using color and sound," said Alexandra Press, director of business development at Tag Creative. "Each opens the door to a unique world and invites the viewer to step inside."

"I think when given the opportunity, we all seek to leave the 24/7, always-on world around us and step into one of wonderment," she said. "This approach brings added pleasure to being in the moment' in your everyday life."

"Being in Miuccia Prada's moments is something that is easy to aspire to, you don't ask questions and you don't think twice, you just dive in."

#### Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

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