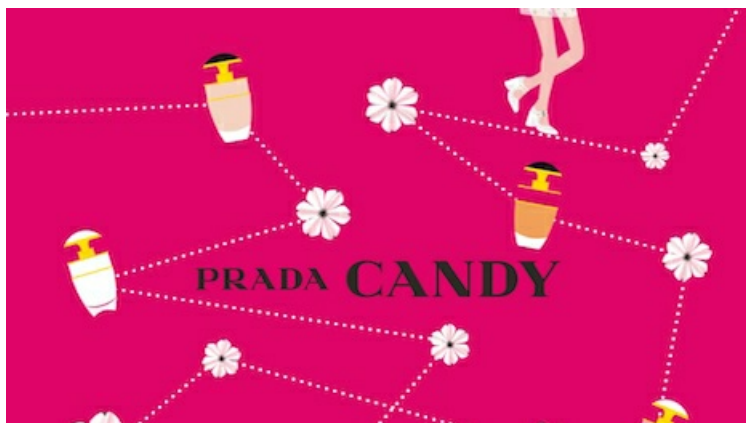


FRAGRANCE AND PERSONAL CARE

Prada soars among the flowers in interstellar campaign video

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Prada Candy Cosmos

By STAFF REPORTS

Italian fashion house Prada is blasting into the cosmos to explore a constellation of sophisticated fragrances.

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Prada has creating a marketing narrative surround its Candy perfume line that connects the scent to an otherworldly origin. The scent of the fragrances in the range is based off an imaginary blossom that does not exist and nature and smells like candy, giving Prada freedom to explore how the perfume came to be ([see story](#)).

Among the flowers

Prada has released its Candy scents in pocket-size versions. Dubbed a collector's edition, the Candy "cosmos" is now being promoted in a new campaign. The limited collection includes Prada Candy, Prada Candy L'Eau, Prada Candy Florale and Prada Candy Kiss.

For its "visual journey" into the Candy universe, Prada worked with illustrator Vahram Muratyan on campaign stills and an animated short.



Prada Candy Cosmos illustration by Vahram Muratyan

In the short film a Prada Candy-shaped spaceship, with a female passenger inside, Candy, travels through hot pink space. Stars in this version of space are replaced with flower petals, with the spaceship bouncing off each to create a Prada Candy-shaped constellation.

The animation continues with a space walk among the floral stars and a psychedelic trail left behind by the spaceship that soon circumnavigates larger Prada Candy bottles leaving blossoms in its wake.

Prada's minute-long video ends with the Candy character sitting on the rings of a nearby planet. She uncaps a bottle of Prada Candy and flowers migrate toward the neck's opening to create the scent.

Prada Candy Cosmos

The limited-edition Prada Candy Cosmos range of pocket-size bottles are intended as travel companions. Each bottle holds less than an ounce of fragrance juice, ideal for on-the-go use. Retailer's such as LVMH-owned beauty store Sephora sell the miniature Prada Candy bottles for \$38 each.

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