

FRAGRANCE AND PERSONAL CARE

## Prada Parfums imagines revenge fantasies in Elle mini movies

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*Image from Hearst Digital's Prada Parfums effort. Image credit: Elle*

By STAFF REPORTS

Italian fashion house Prada is following the exploits of a bold girl gang in an editorial effort that speaks to the power of its perfumes.

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Created by Hearst Digital and Elle by Havas Sports & Entertainment for Prada Parfums licensee Puig, a pair of short films tackles the subject of female empowerment through a branded lens. Timed to coincide with the holidays, Prada's effort encourages brand engagement during the important shopping season.

Perfume posse

Elle's native effort for Prada Parfums casts four women as the personification of the brand's scents Candy, Candy Gloss, Candy Kiss and Candy Florale.

The first of the two films introduces the women at the start of their careers as they interview for a job with "the man" at a bank. After being denied, they meet each other in the lobby, where the interviewer is yelling at an employee.

Leaving the building, they go out for drinks. Over cocktails, they hatch a plan for revenge and spray on their respective scents for encouragement.

The women return to the bank and make their presence known by throwing papers, running and screaming. Their interviewer appears, and the foursome ties him to a chair.

*The Job Interview | Prada x Elle*

In a second holiday-themed film, the quartet returns years later, when the women are more successful. The man that interviewed them is seen gleefully denying people's applications, and his continued rudeness towards his employee catches the attention of the women.

After applying their signature fragrances, they launch into a dance routine. During their performance, Candy shoots a finger gun at a Christmas tree, causing a bulb to ignite and the tree to catch on fire.

The female employee who was on the receiving end of the boss' vitriol extinguishes the fire and becomes an honorary member of the Candy crew.

Directed by Christopher Hawthorne, the films are being distributed on Facebook, Instagram and YouTube, as well as on Elle's Web site.

Going beyond a single post, many native efforts for luxury brands today take the form of short series, allowing the engagement to last longer.

Similarly to Prada Parfums, Italian fashion label Gucci took a cinematic approach to sponsored content through a collaboration with Cond Nast.

Working with filmmaker Gia Coppola, Gucci produced a series of four short films that tell a modern interpretation of the myth "The Legend of Orpheus and Eurydice." This first-of-its-kind partnership for the brand and media group premiered exclusively across six Cond Nast titles and Gucci's Web site ([see story](#)).

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