

INTERNET

## Prada tells creation story of Candy Florale fragrance with comic book

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*Prada Candy Florale comic book*

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By JEN KING

Italy's Prada is expanding the narrative of the female protagonist in its Candy fragrance campaigns with a comic book.

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**Luxury Daily**

Housed on a dedicated section of Prada's Web site, the comic book takes Prada's "Candy" character on a sci-fi journey to discover the newest Candy fragrance, Candy Florale. Creating a comic book, rather than a social video, to tell this aspect of Candy's story allows Prada to hold consumer attention longer using a more engaging format.

"Prada is an innovative brand that thinks outside-the-box in almost all that they do," said Leane Brenes, creative director of [Brenes Co.](#), New York. "Therefore, it's not surprise that Prada has launched a campaign with a comic book component.

"I think their brilliance comes from finding ways to communicate the brand in different ways that delight and engage the customer," she said. "They're not the only brand to explore out of the ordinary ideas, but the way in which Prada does it, is so well executed when they take a simple idea to the next level, and that's why it makes such an impact.

"The Prada Candy Florale campaign uses rich media, with video and a simply animated

comic book to create an overall feeling of surprise and fun. It's storytelling that brings the viewer in, and introduces a new scent made from an imagery perfect flower, that doesn't exist, but only for her. Fragrance advertising is all about storytelling, with visuals and words working together to evoke a feeling."

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

Prada was unable to respond directly by press deadline.

Cosmic comics

The third scent in the Candy portfolio, Candy Florale was introduced to consumers in April.

Candy Florale's scent is based off an imaginary blossom that does not exist in nature that smells like candy and developed specially for Candy. The fragrance's notes is meant to represent the sparkle, spring-like grace and sensuality the character, Candy, embodies ([see story](#)).

To build off of this notion of an otherworldly flora used in the fragrance, Prada created a comic book that takes the reader on a journey through the universe to discover the flower. The comic book also gives more background on the character traits of the fragrance campaigns, protagonist, Candy.

Prada promoted the comic book on its social media pages. For example, on Twitter, Prada tweeted an image of the Candy Florale bottle along with copy that mentions the fragrance's ambassador, Léa Seydoux with a link to the brand's Web site.



*Candy Florale tweet by Prada*

On Facebook, Prada included a frame from the comic book with a narration bubble that expresses that Candy is waiting for a new fragrance to arrive. The frame is light peach with black ink and pink shading for cohesion with the original effort for the fragrance.

This post also includes a prompt to "discover what Candy is waiting for" and a link to Prada's Web site.



*Prada's Candy Florale comic post on Facebook*

A click-through on the link lands on Prada's Candy Florale section and opens with a campaign image of Ms. Seydoux holding a flower up to her nose before a comic book depiction of candy comes onto the screen.

By scrolling, the consumer can read an excerpt of the Candy Florale comic. The first frame shows Candy yelling out to the universe that she wants a new fragrance.

In the following frames, the consumer reads about a rocket ship that transforms into a fragrance bottle before being delivered to Candy. When the consumer finishes the excerpt, there is a prompt to download the full version.



*Rocket taking off to find flowers to use in Candy Florale, Prada comic book*

When the full PDF version of the “Candy’s Fantastic Voyage” comic book is downloaded, the consumer can scroll through the 15-page story. The consumer reads that when Candy asked the universe for a new fragrance, it answered by sending a rocket on an expedition to collect flowers on different planets to create her scent.

As time passes, Candy gets increasingly anxious about when the scent will arrive. While Candy is shown waiting for the arrival of the fragrance, the opposite page shows the rocket discovers a perfect blossom on a desolate planet.

The flower has a small plaque that reads “the ultimate cosmos could have explosive

effects if picked.” When the rocket snips the stem the planet explodes and causes the rocket to transform into a fragrance bottle.



*Candy waiting while the rocket finds the ideal flower to use, Prada comic book*

Next, the comic shows the bottle falling from the sky and into Candy’s hand. When she sprays the fragrance on her skin she is then transported to the planet where the perfect blossom was found.

At the end of the comic book, the consumer is unsure if the sequence of events were a dream or reality. The comic ends with an image of the bottle and a narration box that reads “and this is how the Prada Candy Florale was created.”

Back on Prada’s Web site, the consumer can share four animated frames from the Candy Florale comic book on Twitter, Pinterest, Tumblr, Facebook or download for other purposes. The consumer can also select to share two campaign images of Ms. Seydoux.



## PRADA CANDY FLORALE

*A frame from Candy's Fantastic Voyage comic that can be shared*

The full comic book can be downloaded [here](#).

### Creationism

With a steady release of behind-the-scenes and craftsmanship videos, brands looking to emphasize this element of its designs should reinterpret the concept to build awareness.

For example, Spanish leather goods brand Loewe released an X-ray video of one of its handbags to highlight the “bones” of the construction.

Loewe’s video showed a skeletal version of the bag, revealing pleating details to highlight the workmanship behind the bag. This is a different take on the craftsmanship video popular with luxury brands that can fall into a predictable format, showing artisans in a factory hand sewing leather pieces meticulously ([see story](#)).

An example of a comic book showing brand heritage is Italian footwear brand Salvatore Ferragamo. The brand used a comic book format to tell about the brand's eponymous founder's life and career.

The 26-page “Making of a Dream” comic book was drawn and written by animator, illustrator and cartoonist Frank Espinosa, who read Mr. Ferragamo’s autobiography to inspire the work. The graphic novel debuted a month after “The Amazing Shoemaker” exhibit opened at the Museo Salvatore Ferragamo that took visitors through the life of the designer ([see story](#)).

A comic book format aligns with the fantastical approach Prada is taking to market its Candy Florale fragrance by allowing the consumer to interpret the context differently than a social video.

"A video tends to fill in the gaps that doesn't allow you to interpret it for yourself," said Kimmie Smith, accessory expert & co-founder/creative director of [Accessory2](#), New York. "By presenting the comic, the important elements of the fragrance are shared while allowing the viewer to imagine and generate an idea that is concluded when visiting their fragrance counters to take part in the sensory experience.

"By smelling it, they are able to see how close their idea and verification of the scent matches to the comic that presents a carefree and whimsical statement," she said.

"I believe that this content is a nice departure of what the brand typically does and allows people to draw their conclusions and to at least seek this product out to get a full understanding of what it is. Based on how the scent meets the anticipation that is created will determine how much retention will take place for the fragrance."

Final Take

*Jen King, editorial assistant on [Luxury Daily](#), New York*

Embedded Video: [//www.youtube.com/embed/\\_aLX7Ds7Q8U](https://www.youtube.com/embed/_aLX7Ds7Q8U)

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