

# PRADA **CANDY** GLOSS

THE CAMPAIGN



THE NEW CANDY

# **PRADA CANDY GLOSS**

**THE CAMPAIGN**

**PRADA CANDY GLOSS EVOLVED FROM THE IDEA OF APPLYING LAYER UPON LAYER OF OLFACTORY ELEMENTS TO CREATE A RICH AND UPLIFTING NEW EXPRESSION OF THE PRADA WOMAN, WHERE FEMININITY IS EXCESSIVE YET TENDER, AND WHERE INDULGENCE IS ALWAYS SOPHISTICATED.**

**CHANNELING CANDY'S « MORE IS MORE » ATTITUDE, THE MULTI-COATED FRAGRANCE EVOKES A 'GOURMANDE' JOURNEY THROUGH EXPLOSIVE POP FLAVORS, WHERE TASTE AND SMELL OVERLAP TO FORM A SHAMELESSLY INDULGENT EXPERIENCE.**

# PRADA **CANDY** GLOSS

THE FRAGRANCE



# PRADA **CANDY** GLOSS

THE FRAGRANCE

**BLENDED BY DANIELA ANDRIER UNDER THE CREATIVE DIRECTION OF MIUCCIA PRADA, PRADA CANDY GLOSS REPRESENTS THE IDEA OF A MULTI-LAYERED COATING OF OLFACTORY NOTES, EACH ONE RENDERING THE OVERALL EXPERIENCE SHINIER AND MORE FEMININE.**

**THE STARTING POINT AND CORE OF THE PERFUME IS THE SWEET BASE NOTE, WHERE ENTICING VANILLA-LIKE ALMOND IS INFUSED WITH THE SENSUAL TENDERNESS OF MUSK, THEN ENCASED IN ANOTHER SWEET LUSTROUS TEXTURE, TO CREATE AN OLFACTORY SENSATION AKIN TO A PASTEL PINK, SUGARED ALMOND DRAGÉE.**

**IN TURN, THIS ACCORD IS FURTHER COCOONED WITHIN A BRIGHT CHERRY TOP NOTE, ITS ZEST AND SWEETNESS INTERACTING LIKE A FRESH SORBET, AND GIVEN FURTHER LIGHTNESS WITH THE PRESENCE OF THE ORANGE BLOSSOM'S UPLIFTING NUANCES WITHIN THE FRAGRANCE'S HEART.**

# PRADA CANDY GLOSS

THE DESIGN



# **PRADA CANDY GLOSS**

## **THE DESIGN**

**PRADA CANDY GLOSS' PACKAGING DESIGN IS BRILLIANTLY PINK AND OVERTLY POP, TO CREATE A LAYERED SURFACE THAT IS FRAMED THROUGHOUT WITH SHINY GOLD PIPING. THE PINK PRESENTATION BOX FEATURES A SMATTERING OF LIPSTICK MOTIFS – BOTH OUTSIDE AND IN – A NOD TO THE ICONIC PRADA LIP PRINT. THE BOTTLE GLOWS IN DEEP PINK, ITS CURVED BOTTOM ADDING FURTHER VIBRANT PINK TONES TO THE STRIKING FORM.**

**PRADA CANDY GLOSS IS AN EAU DE TOILETTE FOR WOMEN AVAILABLE IN THE FOLLOWING SIZES:**

**30ML / 1.0FL OZ**

**50ML / 1.7FL OZ**

**80ML / 2.7FL OZ**

# PRADA **CANDY** GLOSS

THE FILM

**THE PRADA CANDY GLOSS FILM USES STOP-ANIMATION TO TAKE VIEWERS ON A PLAYFUL TRIP INTO CANDY'S KALEIDOSCOPIC WORLD.**

**WITH ITS PINK PALETTE AND WHIMSICAL ANIMATION, THE FILM IS PURE CANDY IN MOTION. FRAGRANCE BOTTLES AND BOXES JOYFULLY COLLIDE, WHILE STEVEN MEISEL'S SUPER 8 FOOTAGE OF CANDY MODEL LEXI BOLING BEAMS OUT FROM A PORTABLE TELEVISION SET.**

# PRADA CANDY GLOSS

THE COLLECTION





# **PRADA CANDY GLOSS**

**THE COLLECTION**

**PRADA CANDY GLOSS IS THE LATEST ADDITION TO THE PRADA CANDY FRAGRANCE COLLECTION, WHICH ALSO INCLUDES THE ORIGINAL PRADA CANDY, PRADA CANDY FLORALE AND PRADA CANDY KISS.**

**BRIGHT, SENSUAL AND BOLD, PRADA CANDY FRAGRANCES ARE DELIGHTFULLY ADDICTIVE SCENTS INSPIRED BY THE SWEETEST, MOST GOURMANDE FACETS OF THE PRADA WOMAN, FOR WHOM LIFE IS LIVED AT ITS FULLEST AND LIMITS ARE PASSÉ, YET INDULGENCE REMAINS SURPRISINGLY REFINED.**

# **PRADA CANDY GLOSS**

**PRESS RELEASE AND PACKSHOTS AVAILABLE AT:  
[HTTP://WWW.PRADACANDYGLOSS.PRESS.PUIG.COM](http://www.pradacandygloss.press.puig.com)**