

Prada Luna Rossa Ocean fragrance makes a splash at Dubai



Prada's new Luna Rossa Ocean men's fragrance is launched at Dubai Airport Terminal 1

Prada has introduced a new men's fragrance called Luna Rossa Ocean, built on a conviction that with technology as an extension of ourselves, we can push beyond our limits and open new horizons.

The fresh, invigorating fragrance is targeted at the modern adventurer who combines physical and intellectual strength while mastering technology to push the boundaries of the possible, the company said.

Prada Luna Rossa Ocean has been unveiled to travelers flying through Europe and the Middle East, including Dubai Airport Terminal 1 where they could enjoy an innovative olfactive experience which ended mid-September.

This olfactive experience merged AR technology and 3D creation through a QR code exploration, which enabled consumers to 'smell' through screens. The aim was to bridge the digital avant-garde experience and content from the hero campaign, to augment consumers' fragrance discovery.

Prada Luna Rossa Ocean will continue to be introduced at airports worldwide with a stopover in travel retail Americas by the end of the year, said L'Oreal Travel Retail.