

# ESCADA presents limited-edition fragrance: Candy Love



ESCADA  
candy love

THE NEW FRAGRANCE

Described as sweet and fun, ESCADA's playful new fragrance draws every candy lover into a world of happiness and positivity (Visual courtesy of EscadaFragrances)

This year, ESCADA presses play on its first-ever winter fragrance, Candy Love. Created with fun-loving, flirtatious girls in mind, this new limited-edition Eau de Toilette draws every candy lover into a world of happiness and positivity that is filled with sweet surprises. Represented by the leading beauty company, Coty Inc., with the launch of Candy Love, ESCADA is keeping this season sweet and fun like candy.



Offering fun-loving moments at every turn, Candyland, the immersive universe of fragrance, is for every girl who wants to live her life to the fullest (Visual courtesy of EscadaFragrances)

Welcome to Candyland

Candyland, the immersive universe of fragrance, is a colorful indoor playground made of the sweetest candies. Offering moments of exuberant enchantment at every turn, it is heaven for every girl who wants to live life to the fullest.

A sensory utopia, Candyland invites girl gangs to enjoy incredible experiences together and to reach out and taste everything that life has to offer. It's a place where crushes are sweet and true friendship is even sweeter.

Co-created by star perfumers, Amandine Clerc-Marie and Nicolas Bonneville, this colorful fragrance immediately recalls the experience of standing at the heart of a funfair, with the scent of guilty pleasures floating temptingly in the air.

Addictive top notes of Candy Apple lead into a delicate, floral heart of Rose Centifolia, while base notes of Vanilla Whipped Cream envelop this fruity gourmand fragrance in a creamy, delicious embrace.



Presented in the shape of the iconic ESCADA heart, its vivid pink and red packaging features a QR code that connects the physical and digital worlds, leading users to the world of Candyland on Instagram (Visual courtesy of EscadaFragrances)

A gift from the heart

The glossy, tactile bottle, in vivid pink and red, takes the shape of the iconic ESCADA heart. A covetable must-have in its own right, this eye-catching, limited edition Eau de Toilette makes a

perfect and delightful gift for all candy girls in your life.

Presented in a color-coordinated box with candy-striped edges, Candy Love is available in a full range of 30-ml, 50-ml and 100-ml bottles. A heart shaped QR code on the box connects the physical and digital worlds, leading girls to the immersive world of Candyland on Instagram.

Filled with magical, crazy and super sweet moments, Candyland represents an enchanting experience that celebrates unconditional friendship and endless fun.