

Prada releases Paradoxe fragrance in key South American airports



The Prada display at Dufry Brazil Rio de Janeiro

After the launch of [Prada Paradoxe](#) in North America, Travel Retail Americas released the fragrance in avant-première in all main South American airports.

According to the company, "The new signature feminine fragrance was featured in more than 15 animation spaces and exclusively sold in Dufry Brazil for the month of March, while keeping the exclusivity in Dufry Argentina, Mexico, Chile, and Uruguay all year long."

Different touchpoints such as scanning a QR Code allow consumers to learn more about the ingredients and the full world of Prada Beauty. In Dufry Brazil Rio de Janeiro, the consumer experience was enhanced by a photo set for people to take a selfie. The TRAM Education Team created an innovative train experience in Argentina for over 200 Beauty Advisors before the official launch of Paradoxe in Latam, featuring a digital room mapping displaying key brand words and color codes; interactive bracelets selecting volunteers from the audience; and hologram messages.

L'Oréal Travel Retail Americas General Manager Couture & fragrance brands Marina Torres said, "We are extremely happy and proud of the success of Prada Paradoxe. To be able to do a pre-launch in Latin America is very excited to us - it helps elevate the reason to shop at Duty Free stores; it gives the Beauty Advisor a great story to tell consumers and it also helps build awareness ahead of local market launch."