



PRINCE

PURPLE RAIN

A COLOURING BOOK

Illustrations by Coco Balderrama

Featuring 30 dazzling illustrations, *Prince: Purple Rain: A Colouring Book* offers a uniquely creative way to remember Prince, the legendary and innovative musician who became one of the greatest superstars of the 1980s and beyond.

Despite being one of the most influential and experimental pop-artists of our time, Prince was a figure shrouded in mystery. A shy, awkward man, his interviews were almost wilfully unrevealing, and little was known of his personal life. From the beginning, Prince knew exactly what he was doing and set the pattern for the rest of his career. Feisty and opinionated, Prince refused to compromise his artistic vision, producing all of his own albums from the age of seventeen, and pioneering change in the music industry. Prince advocated breaking down boundaries and stepping out of the mould, adopting different personae to give himself greater freedom with his music and championing sexual fluidity and equality.

After his untimely death on 21 April 2016, Prince was at the forefront of the public's interest. His albums shot to the top of the international charts and the world's landmarks were lit up in purple as countless fans mourned his loss.

Detailing some of the lesser known facts about his life, *Prince: Purple Rain: A Colouring Book* illustrates Prince's most memorable looks. So much more than just a colouring book, each image has a history, with quotes from Prince and the people who knew and worked with him. This unique volume gives fans the opportunity to pay their own tribute, and raise their purple pencils in memory of the legendary performer that was Prince.

Marketing Points

- Prince has sold over 100 million records worldwide, making him one of the best-selling artists of all time.
- Prince released 39 studio albums in his lifetime, the latest as recently as 2015, and still has a vault of unreleased music, of which no-one fully knows the extent.
- Interest in Prince has skyrocketed since his death on 21 April 2016. He sold 4.4 million albums and songs the week after his death, compared to 19,000 the week before, and five of his albums were in Billboard's Top 10: the most albums any artist has had in the Top 10 at one time.
- Artists continue to honour his memory in highly-publicised performances, such as the June 2016 BET awards, which featured five different Prince-inspired acts.

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