

CAROLINA HERRERA

TERRITORY - OBJECTIVES - IDEAS



WOMEN

- Femininity
- House founded by a woman
- Sisterhood & motherhood
- Empowering women through education
- Girls education

NEW YORK

- Energetic
- Working women
- Multicultural and diverse
- Cosmopolitan

COLOR

- Bold
- Saturated
- Primary
- Red & Pink
- Graphic

FLOWERS

- Femininity
- Color splash
- Inspiration
- Prints
- Fragrances

JOY

- Alegría de vivir
- Fun
- Smiles
- Latin heritage

CORE MESSAGES

FASHION, FRAGRANCES & BEAUTY

- Provides opportunity for digital community to get to know Creative Director Wes Gordon.
- Conveys the craftsmanship and luxury positioning of our fashion products.
- Conveys New York & fashion atelier DNA.
- Provides opportunity for digital community to get to know Beauty Creative Director Carolina A. Herrera.
- Authentic storytelling around heritage of the brand and founder.
- Extend Good Girls' fragrance universe to the metaverse through its empowering and joyful DNA.

HOUSE
PRIORITIES

A painting of pink tulips with green leaves and stems, featuring the text "CAROLINA HERRERA" in the center. The painting is done in a soft, painterly style with visible brushstrokes. The tulips are in various stages of bloom, with some showing darker pink or purple hues in the centers. The green leaves and stems are also painted with visible brushwork, giving the artwork a textured, artistic feel. The background is plain white, which makes the colors of the flowers stand out.

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