

CAROLINA HERRERA



IT ALL  
BEGAN  
WITH...





Cashmere



ONE WOMAN  
WITH A  
STYLE SO  
PROVOKINGLY  
CHIC

THE WHOLE  
WORLD  
TOOK  
NOTICE



“I WANT WOMEN TO CHOOSE SOMETHING THAT MAKES THEM FEEL EMPOWERED & FANTASTIC.”

- Carolina Herrera



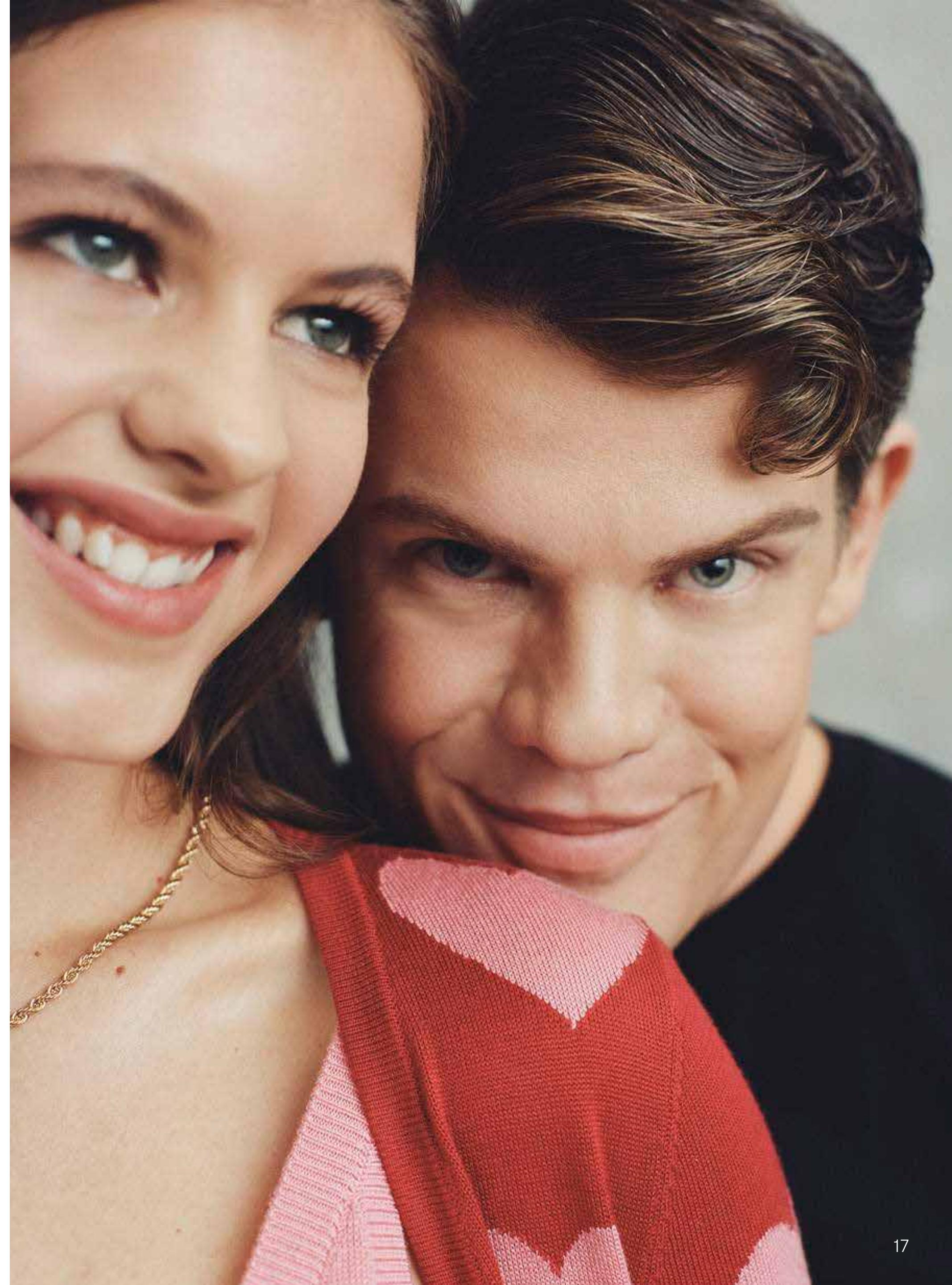
FROM HER  
UNIQUE  
VISION AN  
ICONIC BRAND  
WAS BORN





WITH AN  
ENERGY &  
ATTITUDE  
TO INSPIRE  
THE NEXT  
GENERATION

LED BY  
CREATIVE  
DIRECTOR  
**WES  
GORDON**



FROM  
CAROLINA  
THE  
WOMAN

TO  
HERRERA  
THE  
BRAND

# CAROLINA HERRERA



FEARLESS FABULOUS





“ IF WE’RE DOING  
RED, IT SHOULD BE  
THE MOST BOLD,  
BRILLIANT RED  
YOU’VE EVER SEEN.

IF WE’RE DOING A  
RUFFLE, MAKE IT A  
FLOUNCY, DANCE-Y,  
RICH, VIVACIOUS  
RUFFLE.”

- Wes Gordon

# ONE HOUSE





30



31



“ WHEN SOMETHING  
IS SENT INTO THE  
WORLD BEARING  
THE WORD HERRERA  
IT IS BECAUSE IT IS  
PERFECT.  
WE CANNOT IMPROVE  
IT ANY FURTHER. ”

- Wes Gordon



A WORLD  
**FULL OF LIFE**



A WORLD FULL OF  
**ALGRÁDEVIVIR**



A WORLD FULL OF



# ON VIBES

A PARTY WHERE EVERYONE'S



CONFIDENT JOYFUL  
FEMININE COLORFUL  
EXPRESSIVE  
UNAPOLOGETIC  
EXUBERANT  
FLAMBOYANT  
EMPOWERED

our  
coders



44



- Diana Vreeland

45

CHIC EXTRAVAGANT  
DARING STRONG  
INCLUSIVE FEMININE  
FORWARD CONFIDENT  
FABULOUS AUTHENTIC  
COLORFUL EXPRESSIVE  
EMPOWERED BOLD  
PROVOCATIVE  
UNAPOLOGETIC

your  
muse



DEFIES



CONVENTION



IMPOSSIBLE



NOT TO NOTICE



*she's colorful*



LEAVING A  
**TOUCH OF MAGIC**

A photograph of three women in vibrant, flowing dresses walking down a set of stone steps. The woman on the left wears a bright pink, ruffled gown. The woman in the center wears a coral-colored, draped dress. The woman on the right wears a yellow, sleeveless gown and has her hair pulled back in a bun. She is looking over her shoulder. The background features a stone railing and lush greenery with pink flowers.

WHEREVER  
SHE GOES



CONFIDENT &  
EXPRESSIVE



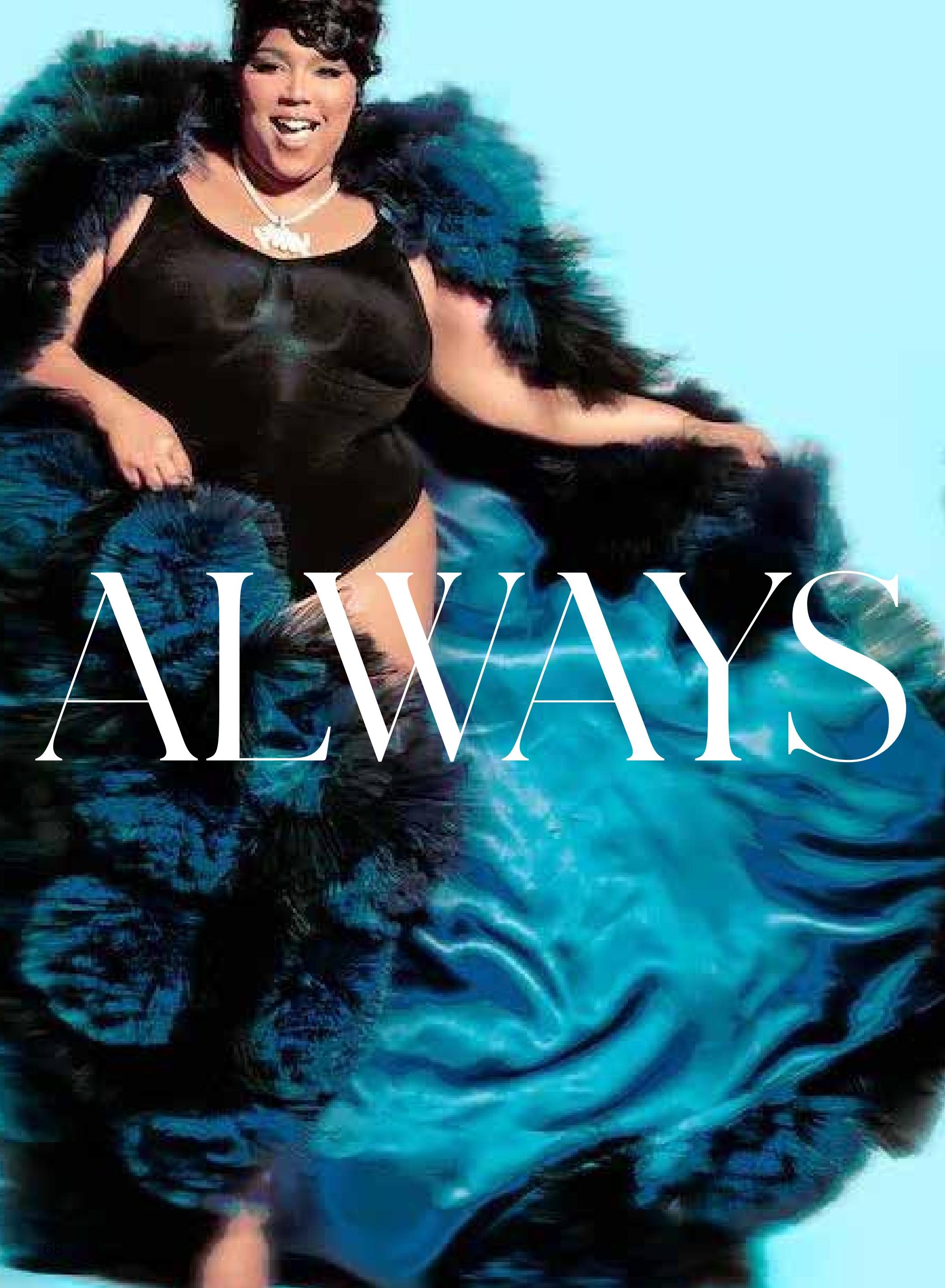
A FORCE  
TO BE  
RECKONED  
WITH





A close-up photograph of a woman's face and upper body. She has dark hair pulled back and is wearing a white, flowing dress with a subtle texture or pattern. A strand of pearls hangs from her neck. The lighting is warm and golden, creating strong shadows and highlights on her skin and the fabric of her dress.

FULL OF  
ALEGRÍA  
DE VIVIR

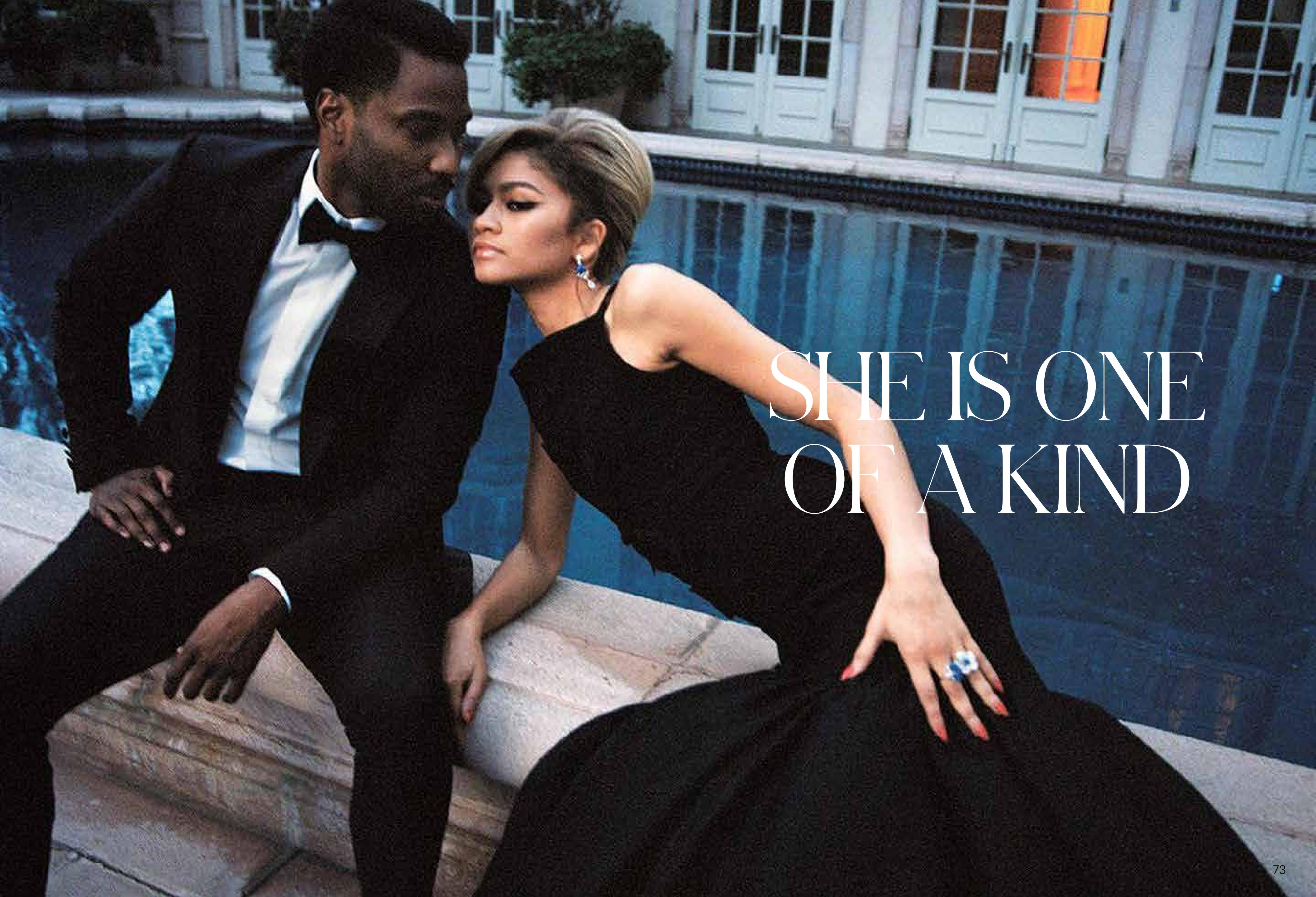


ALWAYS BOLD





NEVER BORING

A black and white photograph of a woman in a dark dress leaning against a man in a suit on a porch. The woman has short hair and is looking off to the side. The man is wearing a dark suit and a light-colored shirt. They are standing on a porch with a railing. In the background, there is a building with windows.

SHE IS ONE  
OF A KIND



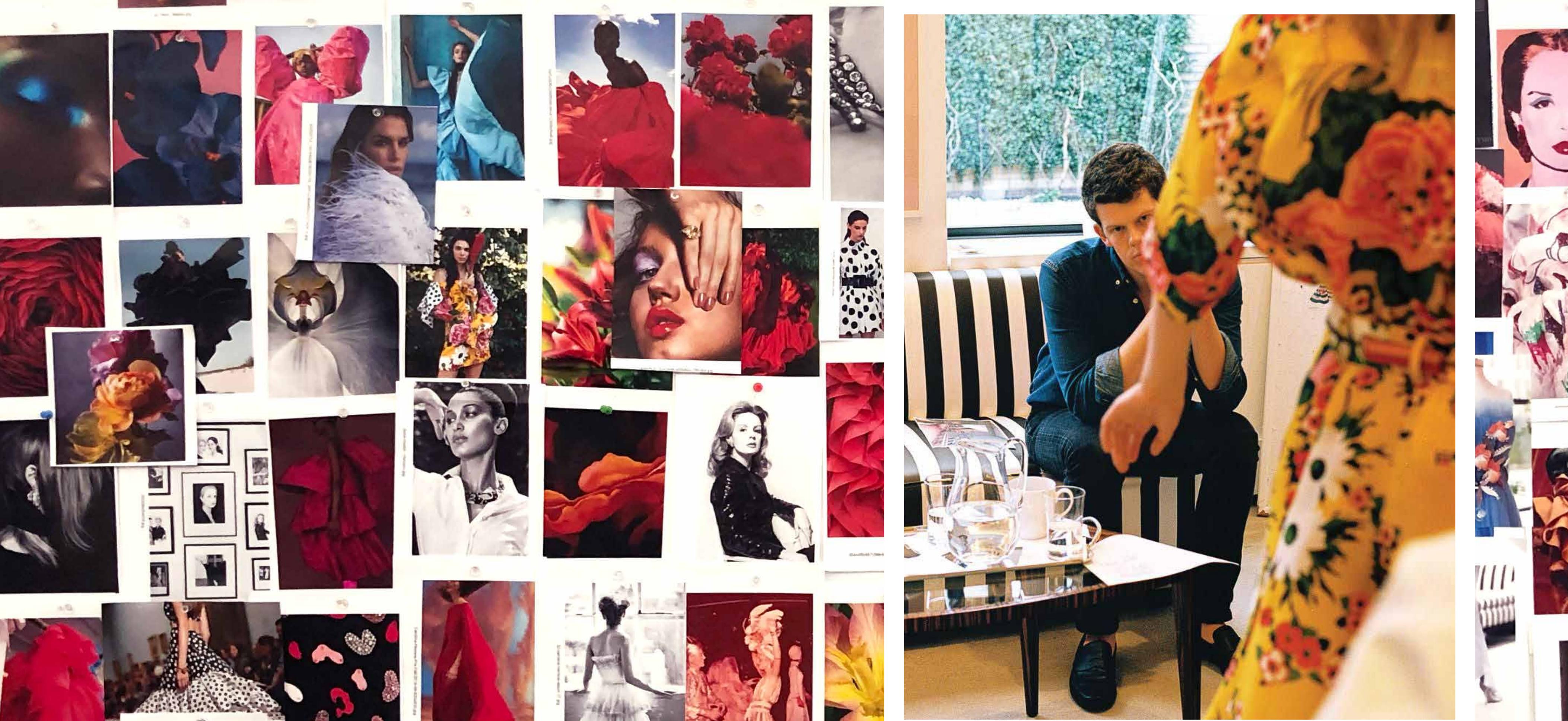
THIS IS  
WHAT  
MAKES  
HER,  
**UNFORGETTABLY  
HER**





SHE IS  
HERERA

Na obu stronach: Sukienki z kolekcji  
wiosna-lato 2020 CAROLINA  
HERRERA; Buty CAROLINA  
HERRERA.



THIS IS  
HOW  
WE EXIST  
IN THE  
WORLD

CAROLINA HERRERA  
NEW YORK

CH

CAROLINA HERRERA

# CAROLINA HERRERA

## NEW YORK

Carolina Herrera New York is the embodiment  
of Carolina's fabulous style and spirit.

An expression of beauty, joy and optimism  
emboldened by the dynamism of New York,  
Carolina Herrera New York designs and creates  
meticulously crafted collections that make every  
moment memorable.

Carolina Herrera New York is designed for  
the modern global woman, living life to the  
fullest and unafraid to be noticed.





CH

CAROLINA HERRERA

CH Carolina Herrera brings style and  
chic to every day.

The essence of CH Carolina Herrera  
is bold, colorful and easy elegance expressed with  
exquisite craftsmanship and a passion for detail.

CH Carolina Herrera is an invitation  
to live life in color —a celebration of joy and  
laughter, family and beauty.

CAROLINA HERRERA  
NEW YORK

THANK YOU

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