

CAROLINA HERRERA
TRAINING BOOK

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1.
THE BRAND

THE AVANT-ELEGANCE

CAROLINA HERRERA EXPLORES THE TRADITIONAL LANGUAGE OF SOPHISTICATION AND TASTE, ADDING A TWIST; THIS MAY INCLUDE EXTRAVAGANT DETAILS, ALTERED PROPORTIONS AND ADJUSTED SCALE, SUBTLY MODIFIED SHAPES OR A SURPRISE ELEMENT IN PATTERNS AND MATERIALS

THE BRAND

1.1. CAROLINA HERRERA

FOUNDER

1.2. FASHION AND ACCESSORIES

1.3. CAROLINA A. HERRERA

CREATIVE DIRECTOR

1.4. CAROLINA HERRERA



THE BRAND

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CAROLINA HERRERA

Continually exceeding the limits of style with her mixture of modern and classic, Carolina Herrera has been leading her brand throughout decades of immense success. Season after season, she has demonstrated that sensuality and femininity are the perfect combination, along with a contemporary touch. Herrera has dressed women all over the world with her personal style.

With the encouragement of legendary Vogue editor, Diana Vreeland, Carolina Herrera showed her first capsule collection in 1981 at the iconic Metropolitan Club in New York. Herrera's collection rivalled the most elegant fashion shows in Manhattan, was a huge success commercially, and was reviewed well. This was the start of the Carolina Herrera fashion brand, more than fourty-five years ago.



'IT'S ALWAYS BEEN ABOUT NEW YORK. FOR ME, FASHION BEGINS IN NEW YORK. IT'S WHAT WE ARE.'

Not long after showing her first collection, she opened her atelier, with a highly qualified haute couture team. As Herrera built her empire, her name became synonymous with luxury and the city of New York. Having always completed her ready-to-wear fashion show with a wedding dress, Herrera introduced her bridal collection in 1987. This brought the diversity and renewed style of her ready-to-wear collections to bridal wear. Herrera dominated the wedding dress market with more modern dresses, in excellent taste.

After her success on the catwalk and the wedding aisle, and her appearance in the pages of fashion magazines, Herrera soon found her place on the red carpet, dressing not only up-and-coming actresses, but also famous Hollywood stars.



With her ready-to-wear and bridal collections consolidated, Carolina Herrera entered the world of fragrances. In 1988, a year after signing with Puig (a third-generation family business in fashion and fragrances, with headquarters in Barcelona), Carolina Herrera Eau de Parfum was launched on the market. Her successful reviews led to subsequent fragrance launches, for men and for women.

Carolina Herrera opened her first flagship boutique in 2000 in Madison Avenue, New York.

In 2001, Carolina Herrera launched her lifestyle label: CH Carolina Herrera, consisting of luxurious women's and men's ready-to-wear, childrenswear, accessories and specialty items.





**I HAVE A
RESPONSIBILITY TO
THE WOMAN OF TODAY
– TO MAKE HER FEEL
CONFIDENT, MODERN
AND ABOVE ALL ELSE
BEAUTIFUL’**

Currently the brand has 129 freestanding stores and more than 220 shop-in-shops in Europe, Africa, Middle East and America.

The intention is to create a fresh line which reflects a modern, effortless, chic lifestyle.

The Carolina Herrera name is well recognized internationally thanks to her prestigious profile, elegance and style, the success of her business and the continual international coverage of her fashion collections.

Considered the ‘First Lady of Fashion’, Mrs. Herrera has been distinguished with the most prestigious awards in the fashion industry and her career has been repeatedly recognised.

With a global approach and a passion for all things beautiful, this is Carolina Herrera.



THE BRAND

1.1. CAROLINA HERRERA FOUNDER

1.2. FASHION AND ACCESSORIES

- 1.2.1. CAROLINA HERRERA NEW YORK
- 1.2.2. CH CAROLINA HERRERA
- 1.2.3. EYEWEAR

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1.2.1. CAROLINA HERRERA
NEW YORK

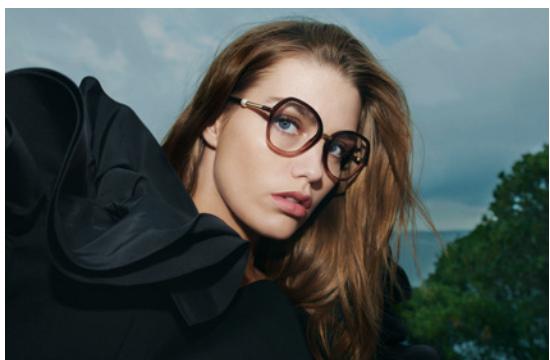




INTRODUCTION

A company founded on elegance and modernity, Carolina Herrera New York is well known in the world of fashion for luxury and sophistication. With a global approach, dressing elegant and modern women for more than 40 years, Herrera has generated an international following.

Since starting, Carolina Herrera has experienced many memorable moments in the world of fashion, dressing royalty, first ladies, global celebrities, award-winning actresses and incredible women worldwide, all choosing to wear Carolina Herrera creations.



Women who wear Carolina Herrera creations know how to dress perfectly and look incredibly chic and elegant, with a hint of glamour. However, what is most important is that they feel as good as they look. Continually challenging the limits of style with her ready-to-wear and bridal collections, Herrera has also conquered the eyewear and fragrances markets. With a reach that goes well beyond New York, Carolina Herrera has created an empire with unlimited appeal and impact.

WES GORDON

In 2018, Carolina Herrera took on the role of Global Brand Ambassador. She appointed Wes Gordon as her new Creative Director for the New York fashion house, in charge of design and artistic direction. Under the new creative leadership, the brand has strengthened its commitment to the style codes established by the founder, combining the most traditional haute couture expertise with the pragmatism of American fashion.



BOUTIQUES

Today, Carolina Herrera New York has two boutiques in the United States. In October 2019, Carolina Herrera launches the new retail concept from Creative Director Wes Gordon with the renovation and reopening of the brand's global flagship on 954 Madison Avenue. A majestic landmark on the corner of Madison Avenue and 75th Street, the Carolina Herrera flagship building was originally constructed in 1925 by architect George F. Pelham. The three-story store first opened its doors in 2000, and from the beginning epitomized the namesake founder's retail philosophy of creating and projecting a warm and inviting store atmosphere. As part of a two-year journey to design and develop the new concept, Wes Gordon collaborated with architect Andre Mellone of Studio

Mellone to create a bold, joyous and expressive retail experience that is truly unique to Carolina Herrera and the shopping landscape of Madison Avenue. Collaborating with interior designer Chiara de Rege, Gordon sourced and created unique pieces from around the world to bring the grand yet gracious atmosphere of the store to life.





THE ATELIER

The atelier comprises 50 of the best patternmakers, drapers and embroiderers, some of whom are trained in haute couture. They work hand-in-hand with the Creative Director, on a daily basis to create four ready-to-wear collections and two bridal collections every year.

The atelier is unique amongst American fashion houses, as it invests in the creation of crafted dresses, using the most exquisite fabrics and cutting made-to-measure patterns on real figures. Carolina Herrera New York stands out by combining attention to detail and materials in the spirit of couture, with the pragmatism of a business based in New York, creating fashion to be worn. The pedigree and calibre of the atelier are one of the pillars, upon which Carolina Herrera founded her brand in 1981.

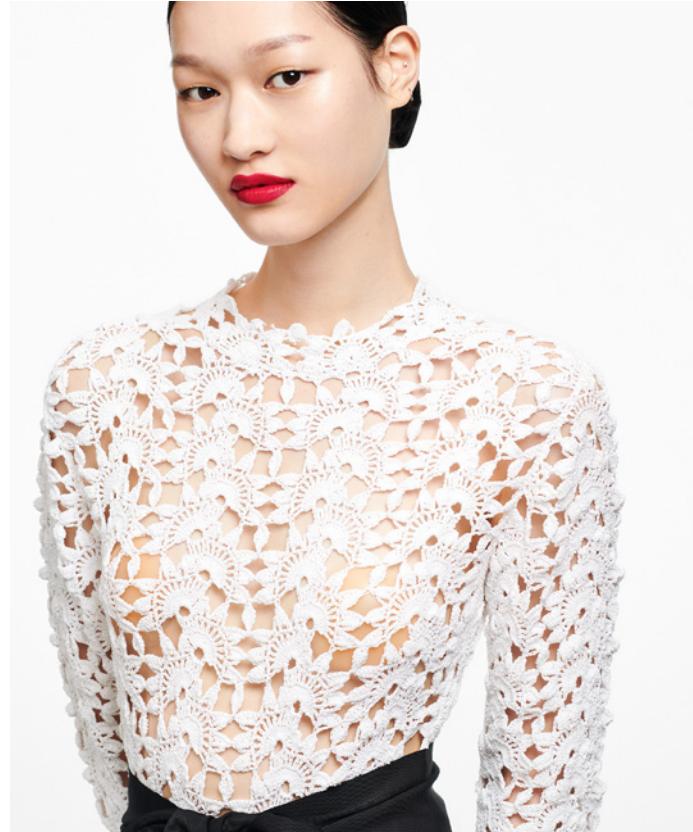
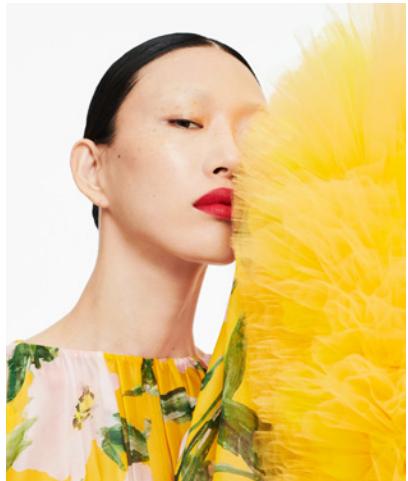
Over four decades ago, the atelier comprised a small team of dressmakers from the world of haute couture, led by Carolina Herrera, and attracted the attention of the best retailers and the press at the first fashion show. The atelier is now five times bigger with the same skills and expertise, creating impeccable, sophisticated collections for women with exquisite taste, who are looking for something special and luxurious for their everyday life.

At a time when a woman can make so many potential choices, this is why she chooses Carolina Herrera.



SHOWS

- [Fall Fashion Week](#)
- [Resort Collection](#)
- [Spring Fashion Week](#)
- [Pre-Fall Collection](#)
- [Bridal Spring Collection](#)
- [Bridal Fall Collection](#)



EVENTS

Through brand events and strategic partnerships, Carolina Herrera communicates 360° brand experiences. Runways, fundraising dinners and events with distributors attract the public, and include the characteristic elements of the brand; from decoration to completion.



1.2.2.

CH

CAROLINA HERRERA



INTRODUCTION

CH Carolina Herrera represents a specific lifestyle for men and women from all over the world that captures the elegant and distinctive Carolina Herrera signature style.

It is the expression of the Carolina Herrera brand and its aim is to create elements that can become part of everyday life for those who identify themselves with the Carolina Herrera style.

"CH CAROLINA HERRERA REPRESENTS TODAY'S LIFESTYLE. IT REPRESENTS MY DAUGHTERS AND MYSELF. IT IS A SPIRIT AND AN ATTITUDE TOWARDS LIFE. THE WOMAN IS FREE AND MODERN; HE MAN IS UNIQUE AND ACTIVE."

"IT IS A COMPLETE UNIVERSE OF ELEGANCE, COMFORT AND STYLE, HOUSED IN AN EXTRAORDINARILY REFINED SPACE."



BOUTIQUES

The CH Carolina Herrera store is based on the creation of a beautiful space that is both evocative and welcoming, with the use of simple, elegant and sophisticated materials. The ambience of the store is warm and sensual; different atmospheres are created within the same space. There are intriguing dressing rooms, split glass displays and images of Mrs. Carolina Herrera and Carolina A. Herrera throughout the store, making it a personal and intimate environment.

The CH Carolina Herrera space overflows with serenity and elegance. Materials include: noble woods, leather, silk, raw linen and aged brass which evoke a feeling of comfort. The furniture is made of Oak, Madagascar Ebony, Mahogany and Amazonian Teak, making one feel at home in a familiar ambience.





The lighting, strategically designed for each specific space, ranges from dynamic in the passage areas to tranquil table lamps in the corners.

Upon entering the store, the accessories collection captures the client with its low ceilings. The use of warm woods, alabaster panels, raw linen and wool sisal carpets create an intimate space of luxury.

In the men's area, the space is defined by an infinite spectrum of grays, browns and blacks with accents of dark red and silver. Raffia floors, sliding wood panels and screens complete the space making a comfortable area for men to reflect and observe.



When entering the women's area, a change in décor is visible. Hardwood floors with plush carpets, silk lined armoires and the red hues reflected by the lamps and cushions make a woman feel attractive and luxurious in this intimate environment.

In each store, a comfortable fireplace graces a beautiful library. Aromatic candles burn in every corner filling the store with CH Carolina Herrera signature scents. The specially selected music and wonderful array of books complete the experience. The Herrera vision of the world is intuitive; it is an aesthetic in which reason is closely linked to perception. In the store a complete CH universe is created.

ESSENTIALS



WOMEN APPAREL

Femenity Elegance Timeless Luxury

A collection that covers the entire range of possibilities, from casual sportswear to impeccably tailored suits and elegant evening separates. It is for feminine, refined and active women.

“THIS COLLECTION REFLECTS A SPIRIT, AN ATTITUDE TOWARDS LIFE, INDEPENDENT OF AGE. I HAVE USED PURE LINES, EXCELLENT FABRICS AND CUTS”.



MEN APPAREL

Masculinity Style Elegance Luxury

Tailored suits made of the purest fabrics are classic in style with an urban touch. Smart dress shirts, colorful neckties and luxurious knits in a range of hues complete the look.

“THE CH CAROLINA HERRERA MAN LIVES LIFE TO THE FULLEST; HE IS MODERN, SECURE AND SOPHISTICATED. IN MY DESIGNS NOTHING IS OSTENTATIOUS, JUST SIMPLE DETAILS THAT REFLECT TRUE ELEGANCE.”



CHILDREN'S COLLECTION

Freedom Color Happiness Effortless

A free and happy spirit define this CH Carolina Herrera collection. The intention: to reflect the lifestyle of a kid.



ACCESSORIES / BAGS

A fusion of leathers and canvas printed with the CH logo is both bold and subtle. The logo is not a symbol; it becomes a source of inspiration. The elegant structured handbags are worked in natural colored leathers and sophisticated exotic skins such as crocodile and python. A daring and charming new line in which different materials are mixed.

“THERE ARE DIFFERENT LINES OF HANDBAGS FOR DIFFERENT ACTIVITIES; A YOUNG AND SPORTY COLLECTION THAT COMBINES FUNCTIONALITY AND STYLE.”



ACCESSORIES / SHOES

A collection of simple lines and sophisticated details that compliment both the women's and men's clothing. Designed in the finest leathers and printed silks.



ACCESSORIES / JEWELRY

A wide collection of earrings, bracelets, necklaces and rings. A mix of materials and shapes that reflect the style of the brand.



ACCESSORIES / SMALL LEATHER GOODS

A collection of all-important accessories with luxurious details offered in a variety of styles, sizes and colors. Perfect for personal indulgences as well as for selective gifts.

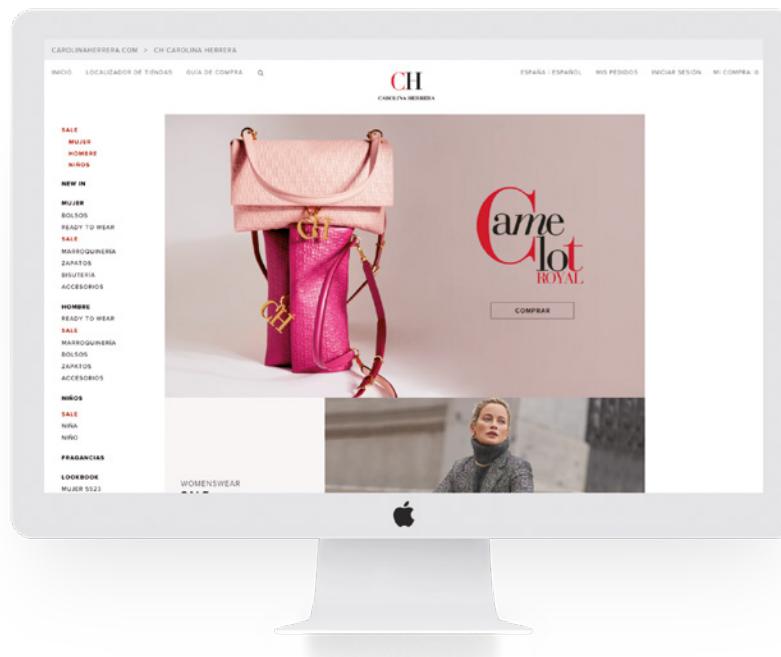


ACCESSORIES / NECKTIES, SCARVES & SHAWLS

An essential part of the collection. The neckties made of natural silks define a relaxed, self-assured man with class. The motifs are both traditional and daring, reinforcing the unique character of a CH Carolina Herrera man's style. Scarves and shawls made of refined silks and natural fabrics add a true burst of color. The key to the designs can be found in the balance between hues and textures, nature-inspired motifs and abstract images in subtle compositions that incorporate the CH logo.

E-COMMERCE

CH Carolina Herrera has an e-commerce platform, making the products available online.



1.1.3.

EYEWEAR



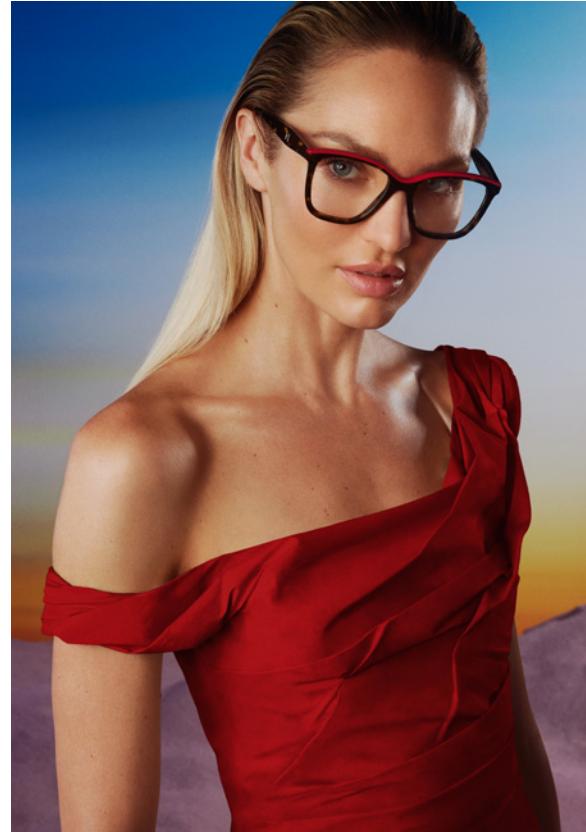
From January 2022 Carolina Herrera collaborates with Safilo, a worldwide leader in the design, manufacturing and distribution of eyewear, for the design, manufacture and distribution of Carolina Herrera branded eyewear.

Safilo shares our passion for creativity, innovation and quality. Together, we are committed to establishing an eyewear collection as an extension of the fashion language defined by our Creative Director, Wes Gordon, while reinforcing the distinctive codes of the House.

Created for a confident and empowered woman, the eyewear collection reflects the essence of Carolina Herrera brand, embodied in a feminine and joyful aesthetic:

the colorful yet sophisticated silhouettes are interpreted with distinctive details embellishing the precious sunglasses and optical frames, as well as the exuberant color combinations of the acetate elements and the enamel touches in the easy-to-wear designs.

The eyewear collection, conveying a classic yet contemporary idea of femininity, includes a complete offer of sunglasses and optical frames, comprising proposals in acetate and metal or in perfect combinations of both material, ranging from squared to butterfly or cat-eye shapes, personalized by a shiny tag with the iconic red monogram CH logo or by a round 3D insert with the monogram on the temple tips.





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CAROLINA A. HERRERA

Carolina A. Herrera is the Creative Director at Carolina Herrera Beauty. Using her innate talent and skills, she has been working on creating perfumes for the company for more than a decade.

Born in Caracas, Venezuela, in 1969, Carolina moved to New York with her parents when she was 12. Growing up in Caracas, she remembers the intoxicating scents of 'jasmine, gardenia, tuberose and even the smell of dirt after a tropical afternoon storm' in the family's flower-filled garden.





'I THOUGHT THE JOB WAS GOING TO BE A TEMPORARY ONE, YET HERE I AM ALL THESE YEARS LATER, AND I ADORE IT.'

It was during the summer of 1996 when Carolina's mother asked her if she would help to create a new fragrance for the company. Many months later, the iconic 212 was born and a legend was created.

Carolina has since gone on to launch many fragrances, which have become a global phenomenon.

With her hard-working ethic, and a reputation for exacting and high standards, Carolina's fresh approach and modern sensitivity are a great asset to the Carolina Herrera brand.

CAROLINA HERRERA FRAGRANCES
ARE DIVIDED INTO LINES:

CLASSICS



212



CH



GOOD GIRL



CONFIDENTIAL



LUCKY CHARMS



HERRERA BEAUTY COVERS
3 CATEGORIES:

FACE



LIPS



EYES





THE BRAND

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1.4.1. BRAND IDENTITY

1.4.2. BRAND IMAGE AT THE POINT OF SALE

CAROLINA HERRERA COMMUNICATES WITH A
UNIFIED IMAGE, A COHERENT BRAND IDENTITY,
A UNIQUE CONTENT VISION AND A STRONG,
RENEWED IMAGE AT THE POINT OF SALE



1.4.1.

BRAND IDENTITY



BRAND IDENTITY

An improved, updated brand identity with Carolina Herrera as the parent brand for all multi-product brand actions and three product universes: Carolina Herrera New York, CH Carolina Herrera and 212 Carolina Herrera. All three brand lines have a consistent brand identity.

LOGO

CAROLINA HERRERA

MONOGRAM**SUB-BRAND LOGO**CAROLINA HERRERA
NEW YORK**SUB-BRAND MONOGRAM**

PROMISE

SOPHISTICATION AND TASTE FOR EVERY OCCASION

Carolina Herrera strengthens confidence and complements beauty with exquisite attention to detail.



VALUES

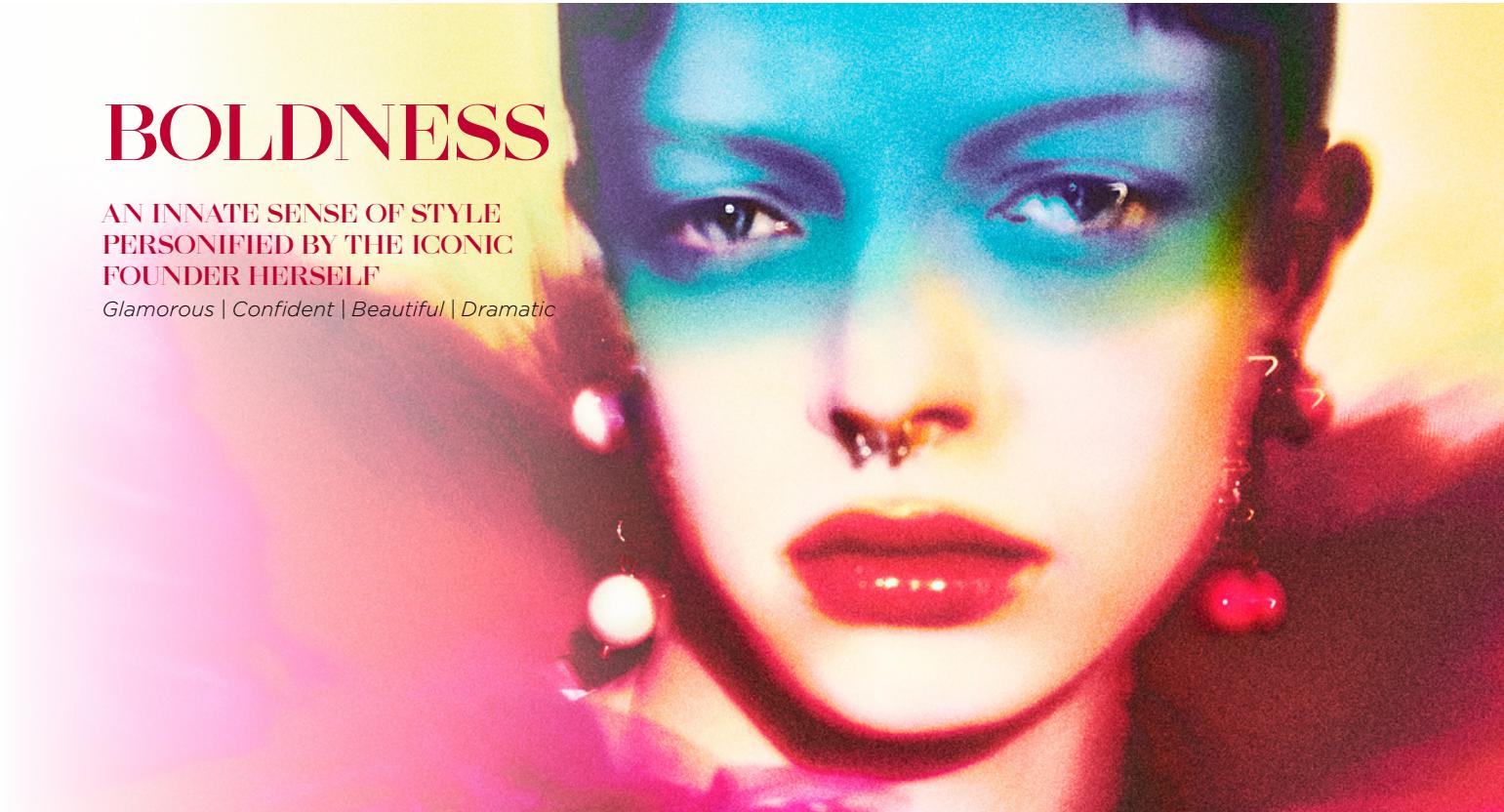
SIX KEY
VALUES DEFINE
THE BRAND
AND ARE
CONSISTENTLY
PRESENT IN
ALL CAROLINA
HERRERA
PROJECTS



BOLDNESS

AN INNATE SENSE OF STYLE
PERSONIFIED BY THE ICONIC
FOUNDER HERSELF

Glamorous | Confident | Beautiful | Dramatic



REFINEMENT

IMPECCABLE COLLECTIONS FOR
CULTURED PEOPLE

Elegant | Perceptive | Graceful | Intelligent



LEGACY

A DYNASTY CREATED ON THE BASIS
OF SOLID FAMILY VALUES WITH A
STRONG SENSE OF BEING ONESELF

Established | Family | Wisdom | Long-lasting



BEAUTIFULLY CRAFTED

THE CONSTANT SEARCH FOR BEAUTY IN
THE DETAILS AND COMMITMENT TO CRAFT
EXCELLENCE

Art | Manual work | Expertise | Quality



ALEGRIA DE VIVIR

THE ABILITY TO LIVE LIFE TO
THE FULL WITH ELEGANCE
AND SPONTANEITY

*Optimistic | Charismatic | Ingenious |
Spontaneous*



COSMOPOLITAN

THE PROMISE OF AN INTERNATIONAL
LIFESTYLE, ENERGETIC AND ELEGANT

Global | Cultured | Curious | Social



HOUSE CODES

Every fashion house has its codes — the colors, the vibrations, the prints, the patterns, the shapes, the stories, the any number of specific visual elements that are a brand's lifeblood.

And what, exactly, are the codes at the House of Herrera? The ones that have defined us for forty years, from Mrs. Herrera's early days in the 1980s to current Creative Director Wes Gordon's landmark runway shows — plucky Polka Dots, ravishing Rainbow Stripes, bold Big Shoulders, and wild Animal Prints.



RED



POLKA DOTS



B&W STRIPES



BOWS



JASMINE



FLORAL PRINTS



WHITE SHIRT



TULLE



RAINBOW



BOLD SHOULDERS



ZEBRA



RED & BLUSH PINK

1.4.2.

BRAND IMAGE AT THE POINT OF SALE





A NEW CONCEPT FOR THE CORPORATE IMAGE OF CAROLINA HERRERA. IT REPRESENTS A FURTHER STEP TOWARDS EXCELLENCE AT THE POINT OF SALE, AND CLEARLY DIFFERENTIATES THE BRAND.

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