





PURPOSE & AMBITION

A diverse group of women of various ethnicities and ages, all smiling and giving thumbs up, set against a dark background.

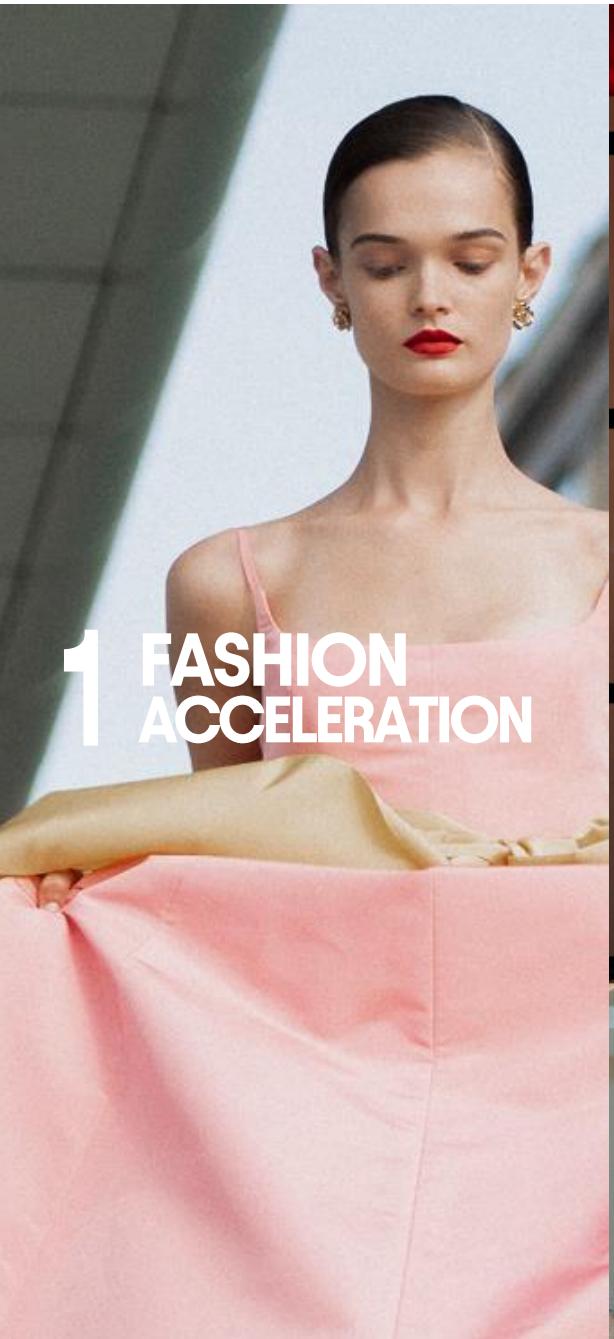
ESTABLISH CAROLINA HERRERA
**MEANINGFUL
LOVE BRAND**



FEARLESS
FABULOUS
COLOR
ALEGRIA DE VIVIR

A collage of five women in various styles of clothing against a city skyline background. From left to right: a woman in a pink floral dress with large gold earrings; a woman in a black leather jacket over a patterned top; a woman in a red and black plaid jacket; a woman in a black polka-dot dress holding a phone; and a woman in a pink dress with a bun hairstyle.

4 MILESTONES FOR CHANGE



**1 FASHION
ACCELERATION**



CAROLINA HERRERA



**2 CASA
HERRERA**



**3 FEMININE
BLOCKBUSTERS**



**4 MASCULINE
PILLARS**

CAROLINA HERRERA

CASA HERRERA



**BECOME A REFERENCE FOR
NICHE DESIGNER BRANDS**



**IMAGE
BUILD BRAND
DESIRABILITY**



FIND THE RIGHT BALANCE

INCREASE
COLLECTIONS

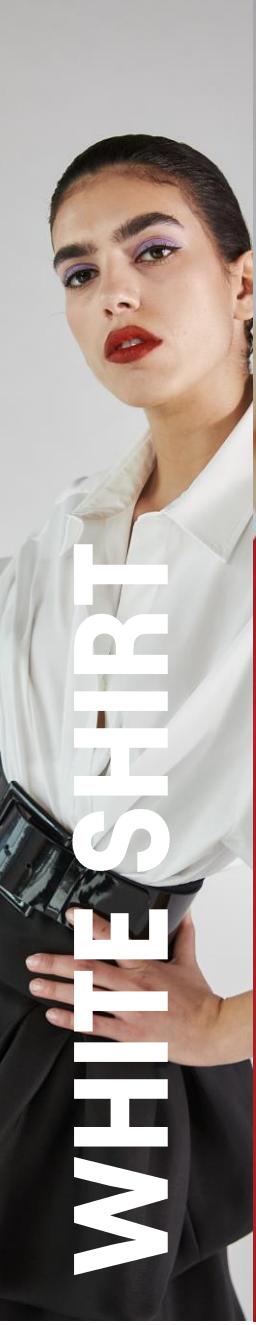


MANTAIN
MAKEUP



PROTECT
PRESTIGE





WHITE SHIRT



RED



BOLD FLORALS



B&W STRIPES



POLKA DOTS



PEARL



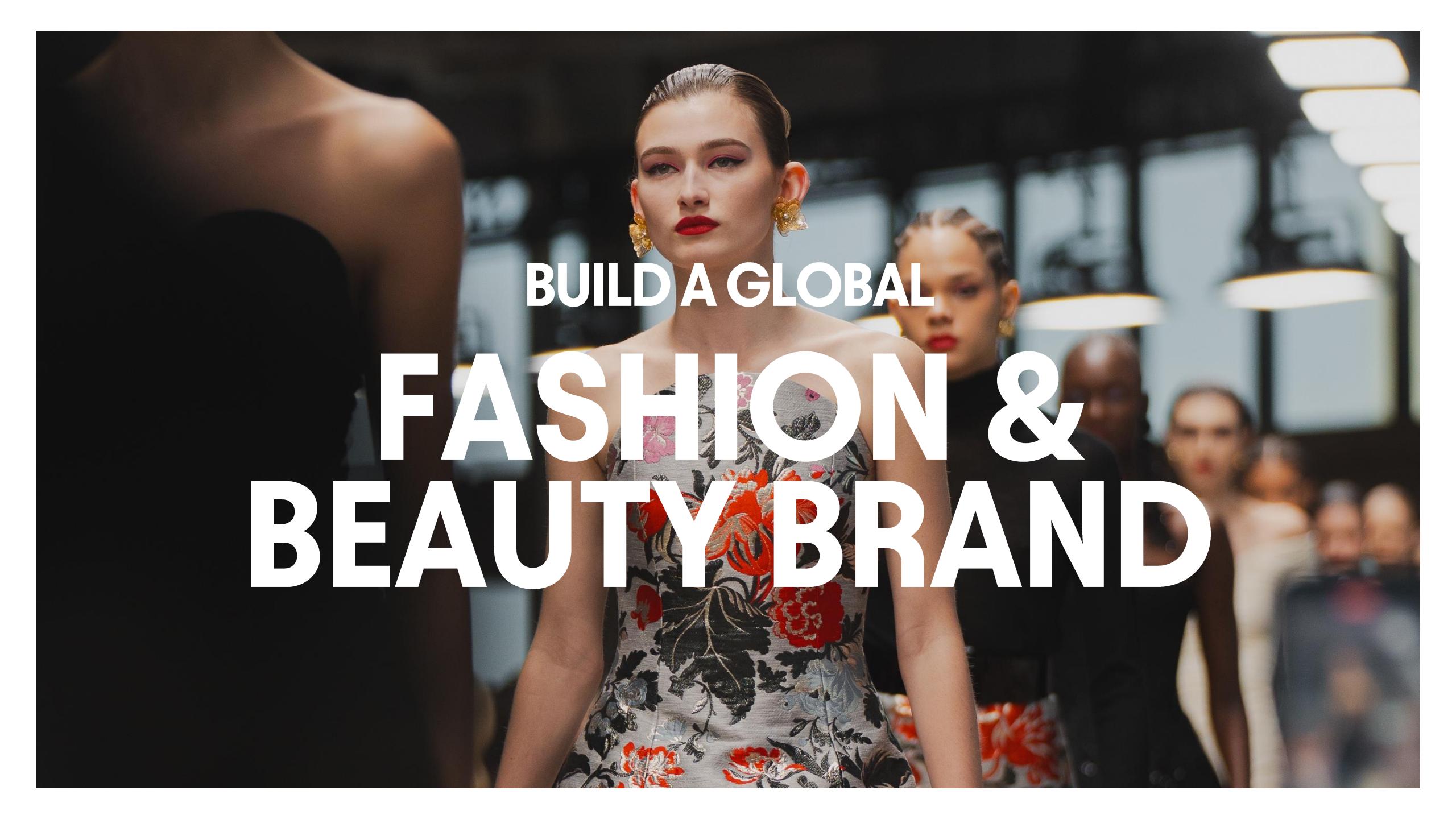
NEW YORK



MONOGRAM



'BOMBA' DRESS

A fashion runway scene featuring several models in elegant, patterned gowns. In the foreground, a model with dark hair pulled back wears a grey dress with a large-scale red and black floral print. She has voluminous, light-colored curly hair and is wearing large, textured, light-colored earrings. Her makeup is dramatic, with dark eyeshadow and red lipstick. Behind her, another model is visible, also in a floral gown. The background shows a runway with bright overhead lights and other models in the distance.

BUILD A GLOBAL
FASHION &
BEAUTY BRAND

A woman with short, dark hair and purple eyeshadow is looking directly at the camera. She is wearing a black, sequined, strapless dress with long, dangling tassel earrings. The background is blurred, showing other people and lights, suggesting a social gathering.

ONE HOUSE
TOGETHER

A collage of four fashion models in various black and red dresses. On the far left, a woman wears a black mini dress with intricate white embroidery on the shoulders and hem. Next to her, another model is seen from behind, wearing a black ruffled jumpsuit. In the center, a woman in a vibrant red strapless gown with a full skirt is captured from the waist up. To the right, a woman in a black strapless dress is shown from the waist down, her hand resting on her hip.

ONE BRAND
ONE EXPRESSION



CAROLINA



HERRERA

CAROLINA

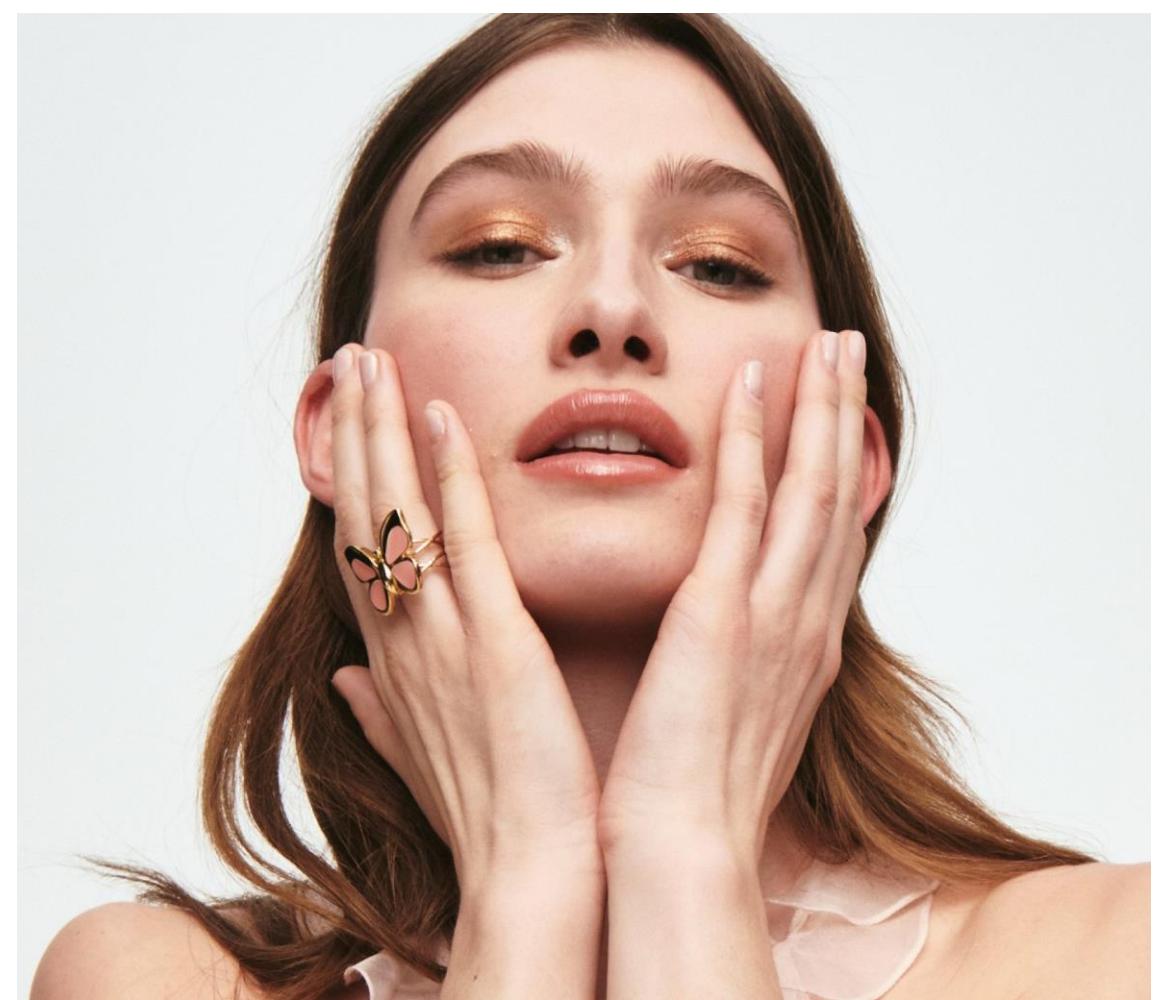


HERRERA





CAROLINA



HERRERA



CAROLINA



HERRERA







CAROLINA

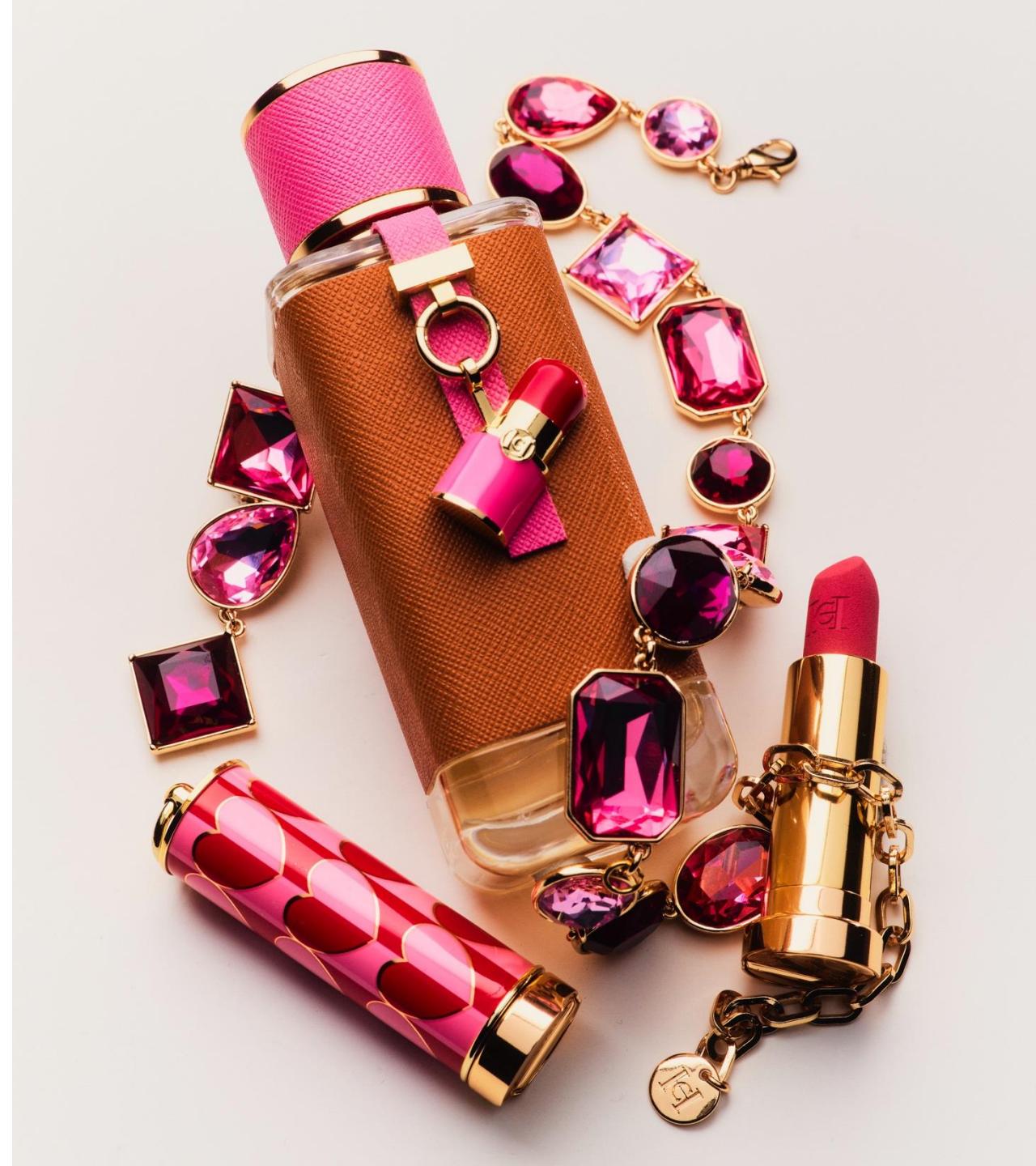


HERRERA

CAROLINA



HERRELA



A photograph of a woman with long red hair tied back in a ponytail, wearing a purple lace dress and white pumps. She is standing on a sidewalk, facing a storefront window. The window has a black frame and displays a mannequin. Above the window, a red sign reads "CAROLINA HERRERA". The building has light-colored vertical tiles. The scene is lit by bright sunlight, creating strong shadows.

**ONE BRAND
ONE RETAIL**

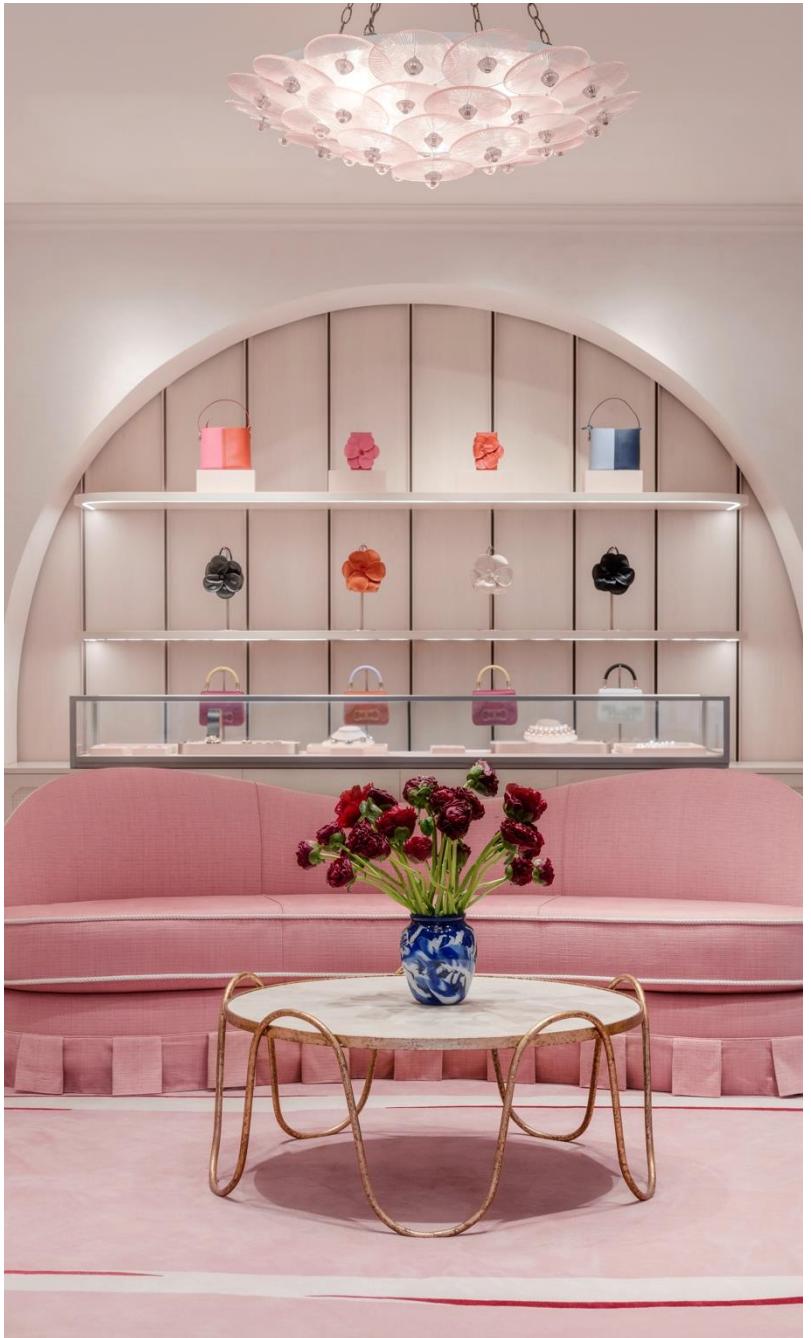






FASHION RETAIL

A collage of fashion retail images. On the left, a rack of colorful clothing items including a pink blouse with a bow tie, a yellow dress with a red belt, and a green dress. In the center, a pink armchair with white piping sits next to a small round table with a gold frame and a clear glass teapot on it. In the background, there are mannequins dressed in floral prints and a large white pillar. The overall aesthetic is bright and modern.





OWNSTORES EXPANSION

CAROLINA HERRERA

SECOND OWN SHOP OPENING

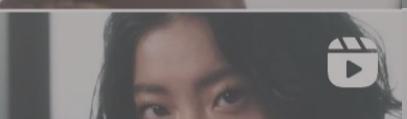
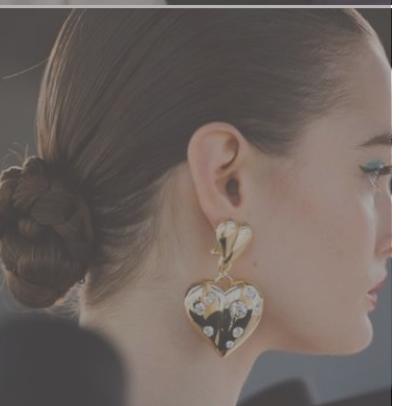
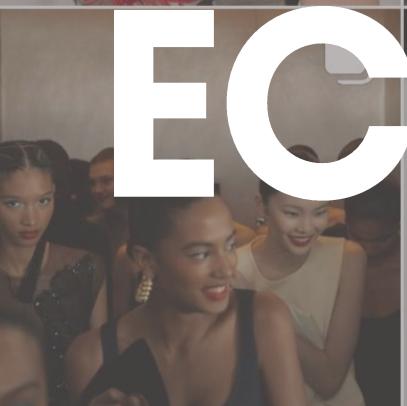
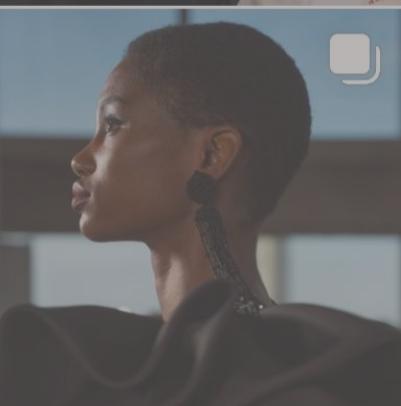
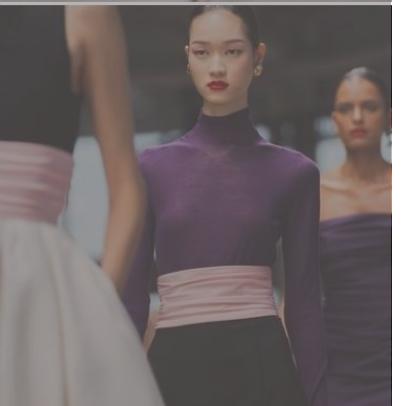
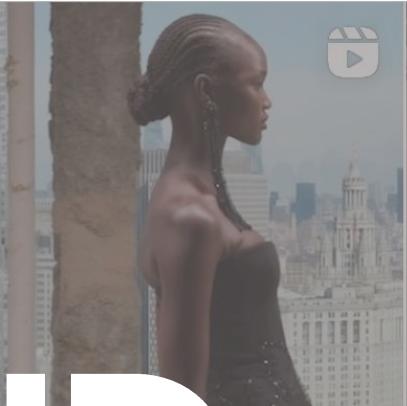
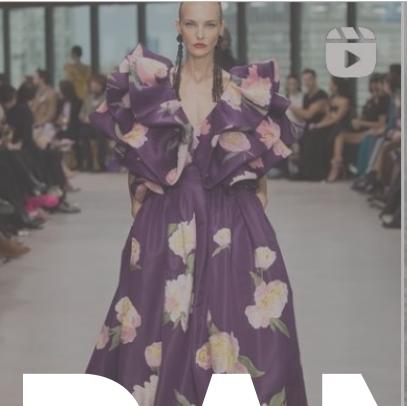
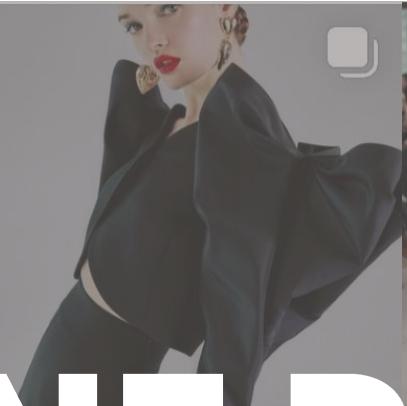
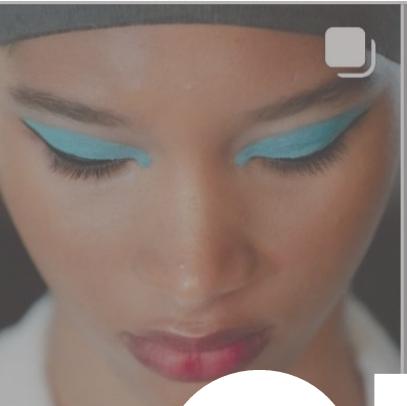




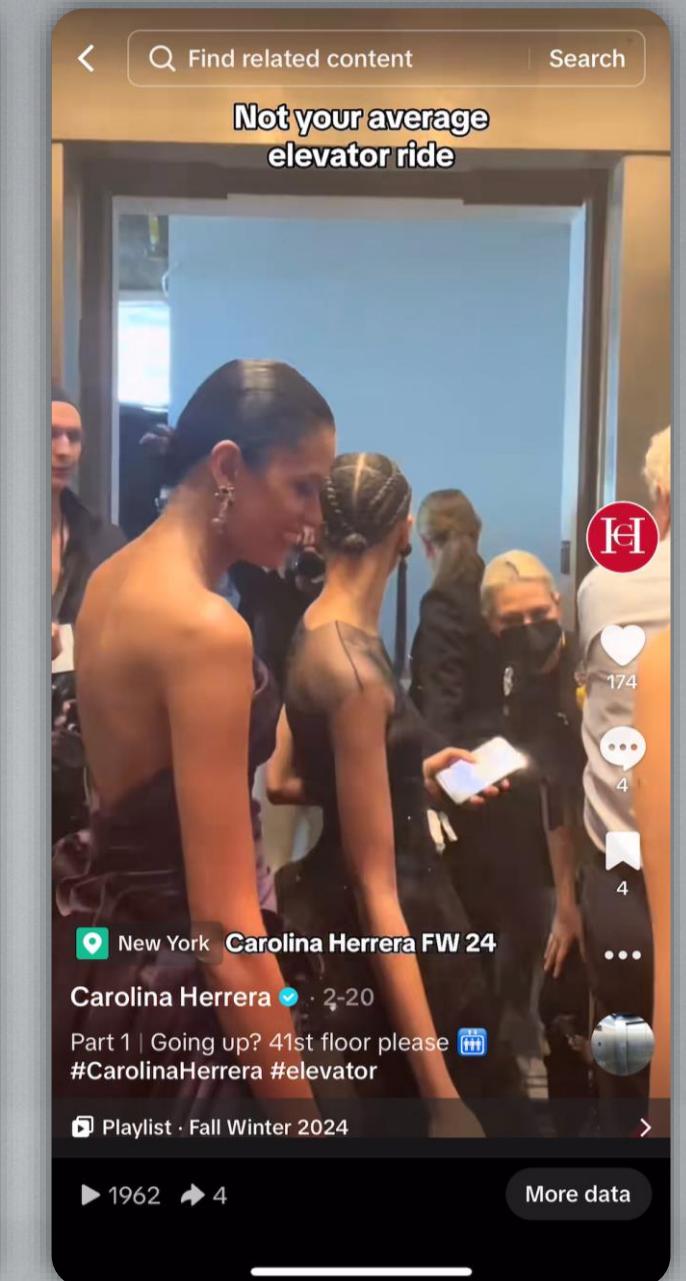




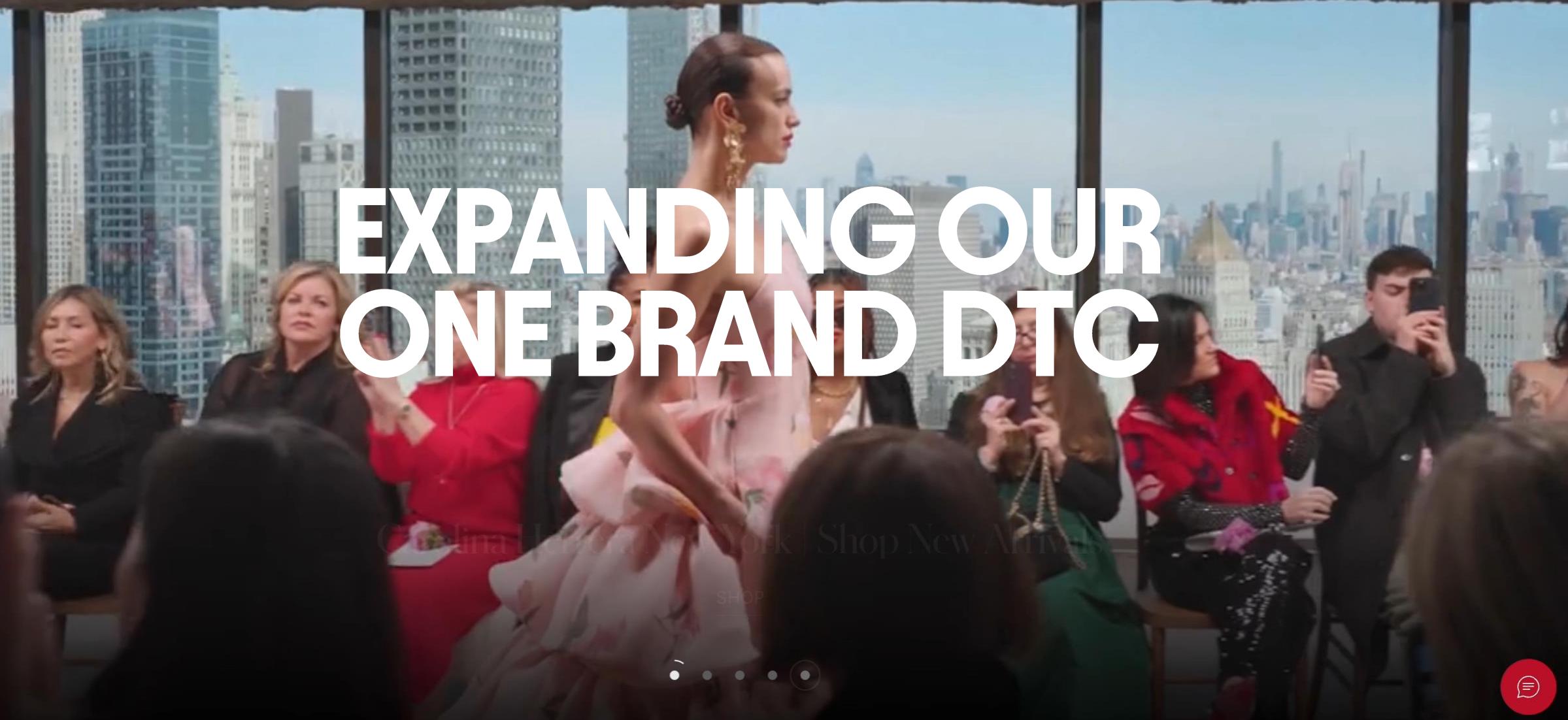
ONE BRAND ONE DIGITAL ECOSYSTEM



A PROVEN ONE BRAND STRATEGY TO CONQUER TIKTOK

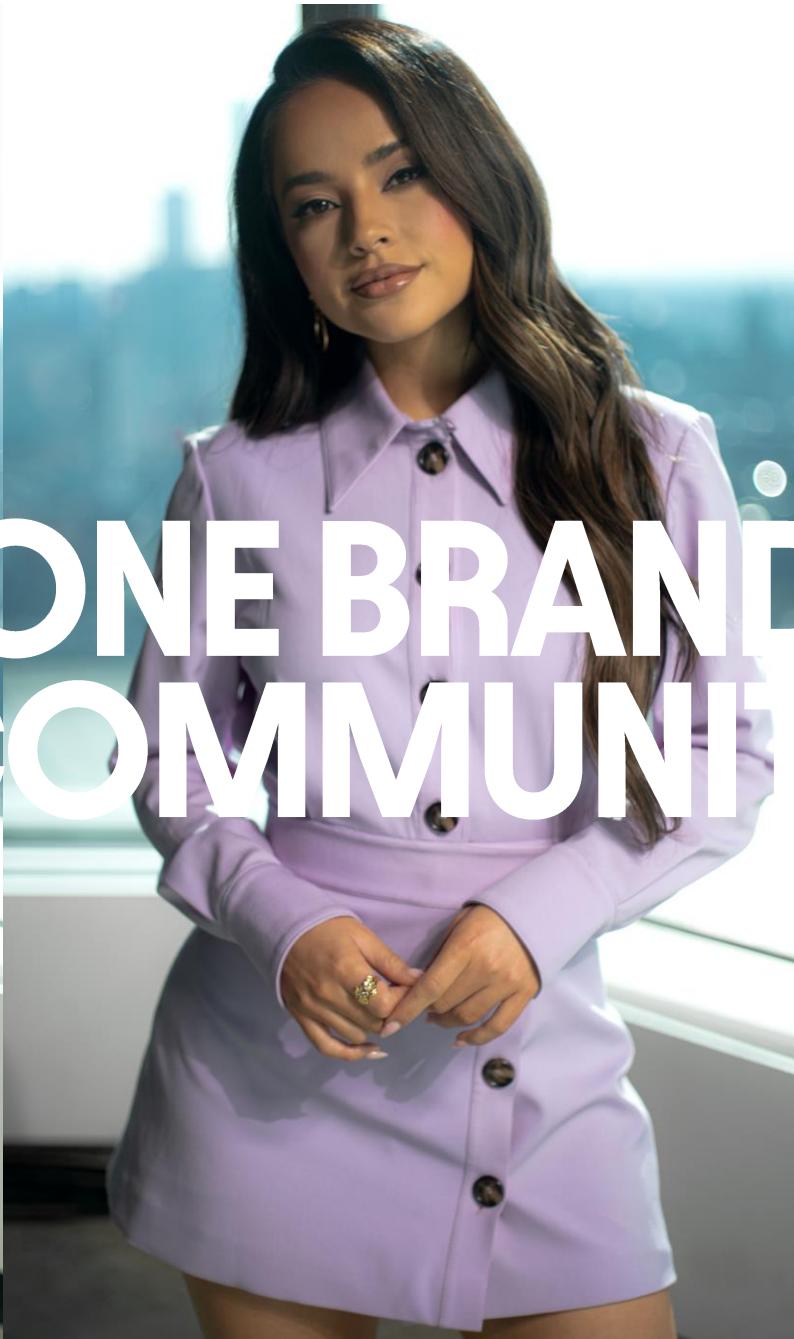


CAROLINA HERRERA

[WHAT'S NEW](#)[MAKEUP](#)[FRAGRANCES](#)[READY TO WEAR](#)[ACCESSORIES](#)[GIFTS](#)[STORIES](#)[CH CAROLINA HERRERA](#) 



ONE BRAND
COMMUNITY



IDENTITY CARD

GOOD GIRL
CAROLINA HERRERA
NEW YORK



DATE OF CREATION

2016

NAME

GOOD GIRL EAU DE PARFUM

CONCEPT

CAROLINA HERRERA NEW YORK REVEALS ITS UNIQUE NEW FRAGRANCE, GOOD GIRL EAU DE PARFUM, A BOLDLY SOPHISTICATED SCENT IN AN ASTONISHING NEW BOTTLE THAT EXPRESSES ULTRA-FEMININE AND MODERN WOMEN POWER. AN AUDACIOUS BLEND OF DARK AND LIGHT ELEMENTS FOR THE WOMAN WHO LOVES HER GOOD SIDE AND CELEBRATES HER BAD SIDE.

VALUES

ULTRA-FEMININE, EMPOWERMENT, MODERNITY

TARGET

+25

PRICE POSITIONING

100

BOTTLE DESIGN

GOOD GIRL IS PRESENTED IN A SLEEK, SMOKY, MIDNIGHT-BLUE SHOE BOTTLE WITH A RAZOR THIN GOLD HEEL THAT REVERBERATES WITH SENSUALITY, CONFIDENCE AND BOLDNESS. THE BEAUTY OF COUTURE COMBINED WITH A HIGHLY INNOVATIVE SAVOIR FAIRE.

LINE CODES

POWER, FEMININITY, SENSUALITY

COMPETITIVE
PILLARS

BLACK OPIUM YSL, J'ADORE BY DIOR, LA VIE EST BELLE, SI GIORGIO ARMANI, MARC JACOBS DECADENCE

IDENTITY CARD

GOOD GIRL
CAROLINA HERRERA
NEW YORK
SUPRÊME



DATE OF CREATION

2020

NAME

GOOD GIRL EAU DE PARFUM SUPRÊME

CONCEPT

GOOD GIRL EAU DE PARFUM SUPRÊME STANDS FOR THE NEW FEMINISM, FOR GIRLS WHO KEEP THEIR HEELS HIGH ON AND SMASH IT. AN EMPOWERED NEW FRAGRANCE, WITH THE ORIGINAL NOTES INTENSIFIED AND AN ADDED BERRY TEMPTATION.

VALUES

ULTRA-FEMININE, EMPOWERMENT, SEXY, BAD

TARGET

25+

PRICE POSITIONING

110

BOTTLE DESIGN

THE SHAPE OF THE BOTTLE MAINTAINS THE ORIGINAL, ICONIC GOOD GIRL HEEL FLACON. THE SLEEK AND BLACK FINISH OF THE BOTTLE ENDS IN SPARKLY BLACK AND DARK NAVY GLITTER DEGRADÉ.

LINE CODES

POWER, FEMININITY, SENSUALITY

COMPETITIVE
PILLARS

BLACK OPIUM YSL, J'ADORE BY DIOR, LA VIE EST BELLE

IDENTITY CARD

GOOD GIRL
CAROLINA HERRERA
NEW YORK
VERY



DATE OF CREATION	2021
NAME	VERY GOOD GIRL EAU DE PARFUM
CONCEPT	VERY GOOD GIRL EAU DE PARFUM REPRESENTS A NEW CHAPTER FOR GOOD GIRL: FEARLESS AND FABULOUS, POWERFUL AND JOYFUL-SHE'S BAD WITH A GOOD HEART. THE EAU DE PARFUM 2.0 SHOWS A CHARISMATIC DUALITY MIXING ROSE, QUEEN OF THE FLOWERS, WITH ICONIC VETIVER. IT'S AS STRONG AND FEMININE AS THE GOOD GIRL WEARING IT.
VALUES	ULTRA-FEMININE, FEARLESS, FABULOUS, POWERFUL, JOYFUL
TARGET	25+
PRICE POSITIONING	110
BOTTLE DESIGN	AN ULTRA-RED GLOSSY INTERIOR LACQUER IN THE GOOD GIRL STILETTO SHAPED BOTTLE, WITH A NEW BLACK SOLE, PAIRED WITH THE ICONIC GOLDEN HEEL.
LINE CODES	POWER, FEMININITY, SENSUALITY
COMPETITIVE PILLARS	BLACK OPIUM YSL, J'ADORE BY DIOR, LA VIE EST BELLE

IDENTITY CARD

GOOD GIRL
CAROLINA HERRERA
NEW YORK
BLUSH



DATE OF CREATION

2023

NAME

GOOD GIRL BLUSH EDP

CONCEPT

GOOD GIRL BLUSH IS THE NEW FLORAL RANGE EXTENSION THAT CELEBRATES THE POWER OF FEMININITY, WITH A PINK LAQUERED INTERIOR. A POWDERY STATEMENT OF SASSYNESS AND STRENGTH.

VALUES

ULTRA-FEMININE, FEARLESS, FABULOUS, POWERFUL, JOYFUL

TARGET

20+

PRICE POSITIONING

110

BOTTLE DESIGN

THE SIGNATURE GOOD GIRL STILETTO SHAPED BOTTLE WITH A SOFT PINK GLOSSY LAQUERED INTERIOR, PAIRED WITH THE ICONIC RAZOR-THIN GOLDEN HEEL.

LINE CODES

POWER, FEMININITY, SENSUALITY, SELF LOVE

COMPETITIVE
PILLARS

BLACK OPIUM YSL, J'ADORE BY DIOR, LA VIE EST BELLE

IDENTITY CARD

GOOD GIRL
CAROLINA HERRERA
NEW YORK
BLUSH ELIXIR



DATE OF CREATION

2024

NAME

GOOD GIRL BLUSH ELIXIR

CONCEPT

THIS NEW INTENSITY SHOWS THE BADDEST SIDE OF GOOD GIRL BLUSH – SHE'S THE BADDEST OF THEM ALL. CATCH HER IF YOU CAN, BUT YOU WON'T!

VALUES

ULTRA-FEMININE, EMPOWERMENT, SEXY, BAD

TARGET

25+

PRICE POSITIONING

115

BOTTLE DESIGN

THE BESTSELLER PINK BLUSH BOTTLE IS TEASED WITH A SEXY BLACK DEGRADÉ TO BRING OUT THE INTENSITY OF THIS NEW FRAGRANCE.

LINE CODES

POWER, FEMININITY, SENSUALITY

COMPETITIVE
PILLARS

BLACK OPIUM YSL, J'ADORE BY DIOR, LA VIE EST BELLE

IDENTITY CARD

GOOD GIRL
CAROLINA HERRERA
NEW YORK
VERY ELIXIR



DATE OF CREATION	2024
NAME	VERY GOOD GIRL ELIXIR
CONCEPT	A TEMPTING TWIST ON VERY GOOD GIRL, BRINGING OUT ITS MOST SENSUAL FACET. IT REPRESENTS THE DUALITY OF THE ROSE, WITH ITS SIMULTANEOUSLY ALLURING AND DANGEROUS SIDE. ULTRA JUICY BLACK CHERRY IS CONTRASTED WITH THE SWEETNESS OF BITTER ALMOND AND THE AUTHENTICNESS OF ROSE WITH A FINAL TOUCH OF POWDERY VANILLA.
VALUES	ULTRA-FEMININE, FEARLESS, FABULOUS, POWERFUL, JOYFUL
TARGET	25+
PRICE POSITIONING	115
BOTTLE DESIGN	AN ULTRA-RED GLOSSY LACQUERING INSIDE THE ICONIC STILETTO-SHAPED BOTTLE COVERED BY A TEASING EXTERIOR BLACK GRADIENT. THE SLEEK SILHOUETTE IS REINFORCED BY A NEW BLACK SOLE, IN BOTH VERY AND VERY ELIXIR FOR A MORE CONSISTENT RANGE.
LINE CODES	POWER, FEMININITY, SENSUALITY
COMPETITIVE PILLARS	BLACK OPIUM OVER RED YSL, TOM FORD CHERRY BLOSSOM

IDENTITY CARD

GOOD GIRL
CAROLINA HERRERA
NEW YORK



DATE OF CREATION

2025

NAME

GOOD GIRL SWAROVSKI COLLECTOR

CONCEPT

GOOD GIRL CELEBRATES WOMAN'S DAY WITH THE EPITOME OF LUXURY. GOOD GIRL SWAROVSKI, THE MOST EXCLUSIVE AND PRECIOUS COLLECTOR TO DATE.

VALUES

EXCLUSIVE, BEJEWELLED, LUXURIOUS

TARGET

+25

PRICE POSITIONING

10,000

BOTTLE DESIGN

GOOD GIRL IS ENCRUSTED BY HAND WITH 2100 PRECIOUS SWAROVSKI CRYSTALS IN DIFFERENT TONES OF BLUE AND GOLD.

LINE CODES

COMPETITIVE
PILLARS

J'ADORE BY DIOR, LA VIE EST BELLE, SI GIORGIO ARMANI, CHANEL N5

IDENTITY CARD



GOOD GIRL
CAROLINA HERRERA
NEW YORK
BOWTASTIC

DATE OF CREATION

2025

NAME

GOOD GIRL BLUSH BOWTASTIC COLLECTOR EDITION

CONCEPT

WELCOME TO THE MOST HARMONIOUS HOLIDAYS. PUT ON YOUR BOLD BOWS AND CHARM YOUR WAY INTO THE OPERA.

VALUES

COUTURE, FESTIVE, ROYAL

TARGET

+20

PRICE POSITIONING

110

BOTTLE DESIGN

OUR ICONIC BOTTLE IS DRESSED FOR THE HOLIDAY OCCASION WITH THE PREPPIEST SATIN BOWS WITH A PINK HERRERA GEM.

LINE CODES

POWER, FEMININITY, BOLDNESS

COMPETITIVE
PILLARS

LA VIE EST BELLE, MISS DIOR, CHANEL

IDENTITY CARD

GOOD GIRL
CAROLINA HERRERA
NEW YORK
BOWTASTIC



DATE OF CREATION	2025
NAME	GOOD GIRL EDP BOWTASTIC COLLECTOR EDITION
CONCEPT	WELCOME TO THE MOST HARMONIOUS HOLIDAYS. PUT ON YOUR BOLD BOWS AND CHARM YOUR WAY INTO THE OPERA.
VALUES	COUTURE, FESTIVE, ROYAL
TARGET	+20
PRICE POSITIONING	110
BOTTLE DESIGN	OUR ICONIC BOTTLE IS DRESSED FOR THE HOLIDAY OCCASION WITH THE PREPPIEST SATIN BOWS WITH A PINK HERRERA GEM.
LINE CODES	POWER, FEMININITY, BOLDNESS
COMPETITIVE PILLARS	LA VIE EST BELLE, MISS DIOR, CHANEL

IDENTITY CARD

BAD BOY
CAROLINA HERRERA
NEW YORK



DATE OF CREATION

2019

NAME

BADBOY

CONCEPT

CAROLINA HERRERA NEW YORK REVEALS ITS MASCULINE BLOCKBUSTER, WELCOMING A NEW SEGMENT TO THE BRAND, SEDUCED BY AN UNEXPECTED BOTTLE THAT EMBODIES A NEW FORM OF POWER & SOFISTICATION AS A WAY OF LIVING. AN INVITATION FOR MEN TO LIVE BY THEIR OWN RULES, REDEFINING WHAT A BAD BOY IS.

VALUES

POWER, MASCULINITY, MODERNITY, SEDUCTION.

TARGET

+25

PRICE POSITIONING

100

BOTTLE DESIGN

BAD BOY IS INSPIRED IN ONE OF THE MOST DISRUPTIVE AND POWERFUL SYMBOLS: A LIGHTNING BOLT. IT IS REINTERPRETED IN A LUXURIOUS BLACK CRYSTAL BOTTLE AND GOLD METALLIC DETAILS. A STRIKING SHAPE FOR A BAD BOY.

LINE CODES

POWER, INNOVATION, SOPHISTICATION

COMPETITIVE
PILLARS

INVICTUS, 1 MILLION, BLEU DE CHANEL, DIOR SAUVAGE.

IDENTITY CARD

BAD BOY
CAROLINA HERRERA
N.Y.

COBALT



DATE OF CREATION

2021

NAME

BADBOY COBALT EAU DE PARFUM ELECTRIQUE

CONCEPT

"BONDS OF BROTHERHOOD ARE STRONG AS A ROCK.
BAD BOYS ARE FOR LIFE
THIS EXTREME NEW FLANKER EXPLORES A POWERFUL FRESHNESS
AND INTENSE ADDICTION, INSPIRED IN THE DISTINCTIVE BLUE,
HARDNESS AND FORCE OF COBALT.

VALUES

TOGETHERNESS, AUDACITY, STRENGHT

TARGET

+105

PRICE POSITIONING

105

BOTTLE DESIGN

A SUPER POWERFUL VERSION OF BAD BOYS SIGNATURE LIGHTNING BOLT: DEGRADE FROM TRANSPARENT TO DEEP BLUE TO BLACK WITH A GLOSSY NOIR PLAQUE.

LINE CODES

POWER, INNOVATION, SOPHISTICATION

COMPETITIVE
PILLARS

INVICTUS, 1 MILLION, BLEU DE CHANEL, DIOR SAUVAGE.

IDENTITY CARD

BAD BOY
CAROLINA HERRERA
N.Y.

COBALT ELIXIR



DATE OF CREATION

2022

NAME

BADBOY COBALT ELIXIR

CONCEPT

"**BONDS OF BROTHERHOOD ARE STRONG AS A ROCK.
BAD BOYS ARE FOR LIFE**
**THIS NEW COBALT ELIXIR TAKES BLUE HUES TO A NEW LEVEL OF
FRAGRANCE EXCELLENCE, A BEATING SCENT THAT IS ELECTRIC
AND CAPTIVATING AS OUR COBALT BLUE.**

VALUES

TOGETHERNESS, AUDACITY, STRENGHT

TARGET

+20

PRICE POSITIONING

120

BOTTLE DESIGN

**PUSHING FURTHER COBALT BLUE WITH A NEW, MORE INTENSE HUE,
COMBINED WITH OUR SIGNATURE BLACK GRADIENT AND OUR
MYSTERIOUS BLACK PLAQUE.**

LINE CODES

POWER, INNOVATION, SOPHISTICATION

COMPETITIVE
PILLARS

INVICTUS, 1 MILLION, BLEU DE CHANEL, DIOR SAUVAGE.

IDENTITY CARD

BAD BOY
CAROLINA HERRERA
N.Y.
EXTREME



DATE OF CREATION

2023

NAME

BADBOY EXTREME

CONCEPT

WERE FIRE AND THIS IS HOW WE BURN
BAD BOYS ARE ON FIRE
ITS GOOD TO BE BAD

VALUES

POWER MASCULINITY MODERNITY SEDUCTION

TARGET

+25

PRICE POSITIONING

120

BOTTLE DESIGN

AN INTENSE VERSION OF OUR FIRST BAD BOY BOTTLE GIVING A GOLD FINISHING TO THE BOTTOM OF THE BOTTLE AND A CHIC GLOSSY BLACK BASE

LINE CODES

POWER, INNOVATION, SOPHISTICATION

COMPETITIVE
PILLARS

INVICTUS, 1 MILLION, BLEU DE CHANEL, DIOR SAUVAGE.

IDENTITY CARD

BAD BOY
CAROLINA HERRERA
NEW YORK
ELIXIR



DATE OF CREATION	2024
NAME	BADBOY ELIXIR
CONCEPT	THE LIGHTNING IS BACK, STRONGER THAN EVER. BAD BOY HAS THE ESSENCE OF THE BOLT, HE STRIKES HARD AND IS UNFORGETTABLE. IGNITE THE BAD BOY ENERGY, BRING POWER TO THUNDER! ITS SO GOOD TO BE BAD.
VALUES	POWER MASCULINITY MISTERY SEDUCTION
TARGET	+20
PRICE POSITIONING	120
BOTTLE DESIGN	A NEW INTENSITY DESERVES A NEW INTERPRETATION OF OUR CLASSIC BOTTLE. THIS TIME OUR THUNDER IS COVERED BY AN ELEGANT AMBAR TO BROWN TONE COMBINED WITH OUR CLASSIC BLACK BOTTOM, COMPLIMENTED WITH OUR ICONIC GOLD PLAQUE.
LINE CODES	POWER, INNOVATION, SOPHISTICATION
COMPETITIVE PILLARS	INVICTUS, 1 MILLION, BLEU DE CHANEL, DIOR SAUVAGE.

IDENTITY CARD



DATE OF CREATION

NOVEMBER 2024

NAME

212 VIP BLACK ELIXIR

CONCEPT

BE THE FIRST OF THE LAST HOUR OF THE NIGHT
EVERY MOMENT REVEALS NEW FACETS OF YOURSELF
CELEBRATE ALL THE SHADES OF YOUR PERSONALITY
YOUR PRESENCE IS YOUR POWER
BE THE KING OF THE NIGHT

VALUES

FREEDOM, DIVERSITY, FUN, CREATIVITY

TARGET

-25

PRICE POSITIONING

+15 VS 212 VIP BLACK

BOTTLE DESIGN

MASCULINE AND ELEGANT BOTTLE WITH DARK SILVER ANTRACITA METAL FINISHING AND DEGRADÉ BOTTOM

LINE CODES

METAL, DARING, SOPHISTICATED

COMPETITIVE
PILLARS

YSL MY SELF, BLEU DE CHANEL, ONE MILLION, LE MALE

IDENTITY CARD



DATE OF CREATION
NAME

NOVEMBER 2023
212 VIP ROSÉ ELIXIR

CONCEPT

A NEW INTENSITY OF 212 VIP ROSÉ, GET READY FOR THE ULTIMATE 212 PARTY, WHERE THE PARTY IS IN YOU. STATE OF DIVERSITY, STATE OF DANCE, STATE OF FUN, 212 STATE OF MIND.

VALUES

FREEDOM, DIVERSITY, FUN, CREATIVITY

-25

TARGET

120

PRICE POSITIONING

A GLAMOROUS BOTTLE WITH SPARKLING GLITTER . THE MOST NOCTURNAL VERSION OF 212 VIP ROSÉ

BOTTLE DESIGN

A DARING AND SOPHISTICATED READY FOR ACTION DAY & NIGHT A DISTINCTIVE, UNIQUE, FEMININE & SENSUAL EAU DE PARFUM.

LINE CODES

COCO MADEMOISELLE, MISS DIOR CHERIE, YSL MANIFESTO, DOLCE & GABBANA THE ONE, JPG CLASSIQUE.

COMPETITIVE
PILLARS



DATE OF CREATION
NAME

JANUARY 2014
212 VIP ROSÉ

CONCEPT

A NEW GIRL IS ON THE LIST, TAKING 212 VIP PARTY TO THE NEXT LEVEL.
A NEW CHAPTER OF THE SAGA WITH NEW PEOPLE, NEW PLACES, NEW PARTIES & NEW PICTURES. ADDING THIS TIME MORE CHIC, DARING & PURE FUN.

VALUES

GREAT PEOPLE MAKE GREAT PARTIES. PEOPLE, PARTY, PICTURES. CHIC & DARING FUN, UPBEAT, EXCLUSIVE., EXTRAVAGANT, COOL, VIBRANT

TARGET

-25

PRICE POSITIONING

100

BOTTLE DESIGN

A GLAMOROUS BOTTLE WITH NEW MATERIALS AND A NEW DEFINITION. A GLASS BOTTLE, AN ENGRAVED RING AND OUR VIP SIGNATURE, THE MAGNETIC CAP.

LINE CODES

A DARING AND SOPHISTICATED READY FOR ACTION DAY & NIGHT A DISTINCTIVE, UNIQUE, FEMENINE & SENSUAL EAU DE PARFUM.

COMPETITIVE
PILLARS

COCO MADEMOISELLE, MISS DIOR CHERIE, YSL MANIFESTO, DOLCE & GABBANA THE ONE, JPG CLASSIQUE.

212 VIP BLACK – IDENTITY CARD



DATE OF CREATION	2017
NAME	212 VIP BLACK
CONCEPT	WELCOME TO THE DARK SIDE! BLACK IS THE LATEST VIP JOINING THIS EXCLUSIVE GANG! THE YOUNGEST, MOST MODERN, DARING AND FUN MASCULINE RANGE EXTENSION. A YOUNG & BOLD BLACK ADDICTION!
VALUES	NEW YORK, BOLD, DARING & MODERN
TARGET	- 25
PRICE POSITIONING	+5% VS 212 VIP MEN
BOTTLE DESIGN	A COOL AND ELEGANT COMBINATION OF LUXURIOUS GLASS AND MODERN METAL. THE HEAVY GLASS IS COMBINED WITH A STRONG METAL CAP TO MAINTAIN THE LINK WITH THE ORIGINAL VIP'S. THE BOTTLE IS DECORATED WITH A MODERN GLOSSY BLACK DEGRADE AND A ECLECTIC SILVER BRANDING.
LINE CODES	METAL CAP, LUXURIOUS GLASS AND SILVER STAMPING
COMPETITIVE PILLARS	JPG LE MALE & 1MILLION



DATE OF CREATION
NAME

1997
212 & 212 MEN

CONCEPT

NEW YORK'S FRAGRANCE...PASSION, ELEGANCE, STYLE. SEX IN THE CITY, FOR A MAN OR WOMAN WHO KNOWS WHAT THEY WANT, AND HOW TO GET IT. FRAGRANCES THAT ENHANCE THE MOMENT AND MAKE THINGS HAPPEN. NEW YORK IS ALWAYS PRESENT: THE CITY OF LIMITLESS POSSIBILITIES...

VALUES

URBAN, YOUNG, INNOVATIVE.

TARGET

25 – 40

PRICE POSITIONING

100

BOTTLE DESIGN

HER: AN ORIGINAL GLASS AND METAL STRUCTURE CREATED AS MODERN, YET AT THE SAME TIME, CLASSIC. TWO PERFUMES IN ONE!
HIM: MASCULINE, TACTILE WITH EXTRAORDINARY MAGNETISM AND, AT THE SAME TIME, SUBTLY CLASSIC, LIKE THE 212 MEN.

LINE CODES

HER: TRANSPARENT MUSKY FLORAL.
HIM: TRANSPARENT MUSKY WOODY.
RANGE: 212 – 212 MEN.

COMPETITIVE
PILLARS

DKNY, CALVIN KLEIN, ACQUA DI GIO (212 MEN).



DATE OF CREATION
NAME

2010
212 VIP MEN

CONCEPT

ARE YOU ON THE LIST? INSPIRED BY NEW YORK'S MOST CREATIVE PEOPLE: THE YOUNG TALENTS WHO ARE WRITING THE FUTURE HISTORY OF THE CITY. THE REAL VIPS: PEOPLE WITH FLAIR, STYLE AND A SENSE OF HUMOR. PEOPLE WHO CAN GET WHAT THEY WANT WITH EFFORTLESS STYLE...

VALUES

FUN, UPBEAT, EXCLUSIVE, EXTRAVAGANT, COOL, VIBRANT.

TARGET

-25

PRICE POSITIONING

105

BOTTLE DESIGN

DESIGN: EXTREME SENSATIONS... AN OBJECT OF PURE DESIRE. HER: A DAZZLING GOLD, WITH A MAGICAL LUMINOSITY. HIM: A METALLIC SILVER SHAPE AND MAGNETIC CAP PROVIDE THE POLISHED, A FINISHING TOUCH THAT EVERY VIP POSSESSES.

LINE CODES

HER: GUSTATIVE FLORAL FRESH. AN EXPLOSIVE COCKTAIL WITH AN EXCEPTIONAL AURA. HIM: GUSTATIVE WOODY SPICY...VODKA WITH FROZEN MINT, LIME CAVIAR AND VIBRANT SPICES INSPIRED BY THE SCENT AND ATTITUDE OF THE MOST EXCLUSIVE PARTIES. RANGE: 212 VIP 212 VIP MEN.

COMPETITIVE
PILLARS

1 MILLION, LE MALE & CLASSIC, DOLCE & GABBANA THE ONE, GUCCI GUILTY, BOSS.



DATE OF CREATION
NAME

2005
212 SEXY

CONCEPT

212 SEXY COMPLEMENTS AND INTENSIFIES THE ORIGINAL 212, WITH THE SAME COSMOPOLITAN SPIRIT BUT WITH A MORE MYSTERIOUS AURA OF SENSUALITY. EXTREMELY SEDUCTIVE FRAGRANCES THAT ARE THE ESSENTIAL COMPLEMENT TO REFLECT THE SENSUALITY AND SOPHISTICATION OF THE NEW YORK STATE OF MIND...

VALUES

COSMOPOLITAN, SEXY, INTRIGUING.

TARGET

20 – 30

PRICE POSITIONING

100

BOTTLE DESIGN

THE SHAPE OF THE BOTTLE MAINTAINS THE ORIGINAL 212 AS A BASIS, BUT WITH THE COORDINATION OF NEW TONES, METALLIC MAUVES AND PINKS; AND THE NEW TYPOGRAPHY OF THE NAME GIVE IT A MORE SENSUAL FEEL WITHOUT LOSING THE INNOVATIVE MINIMALIST CHARACTER OF THE UNIQUE 212 DESIGN.

LINE CODES

HER: FRESH TASTY ORIENTAL.
HIM: SENSUAL FRESH ORIENTAL
RANGE: 212 SEXY-212 SEXY MEN.

COMPETITIVE
PILLARS

DKNY, CALVIN KLEIN, DOLCE & GABBANA ,THE ONE, ARMANI CODE.

TACTICAL

212 HEROES – IDENTITY CARD



DATE OF CREATION

2020

NAME

212 HEROES MEN

CONCEPT

WE REFUSE TO CONFORM
WE COMMIT TO BE FREE
WE WILL NEVER GIVE UP
WE WILL ALWAYS BE FOREVER YOUNG
WE WILL ALWAYS BE FOREVER HEROES

VALUES

INCLUSIVITY, COURAGE, AUTHENTICITY, CREATIVITY

TARGET

- 25

PRICE POSITIONING

PARITY 212 VIP BLACK

BOTTLE DESIGN

A SKATEBOARD SHAPE, VIBRANT, DYNAMIC, RECKLESS & TIMELESS

LINE CODES

METAL PLACK, TRANSPARENT GLASS, BLUE SEE THROUGH LOGO

COMPETITIVE
PILLARS

INVICTUS, 1 MILLION

LIMITED EDITION

212 NY RODEO LIMITED EDITION



DATE OF CREATION

2024

NAME

212 NY RODEO LIMITED EDITION

CONCEPT

THE NEW STARTS OF THE PARTY
ON THE LOOKOUT FOR THE BEST NIGHTS
TRUE NIGHT RIDERS
WELCOME TO THEIR OWN RODEO

VALUES

FUN, NOCTURNAL, BOLD, WILD

TARGET

- 25

PRICE POSITIONING

PARITY 212 VIP ROSE & BLACK

BOTTLE DESIGN

GLASS WORK WITH ICONIC RODEO STARS IN LIGHT PINK FOR HER AND BLACK FOR HIM

LINE CODES

METAL ROSÉ AND BLACK WITH ENGRAVED STARS

COMPETITIVE
PILLARS

INVICTUS, 1 MILLION, BLACK OPIUM,



DATE OF CREATION	2007
NAME	CHT
CONCEPT	CH IS INSPIRED BY CH FASHION STORES AND ITS ELEGANT ACCESSORIES. CH REPRESENTS THE ESSENCE OF A LIFESTYLE: ALWAYS ELEGANT, ALWAYS AUTHENTIC. A BRAND PERFECT FOR EVERY OCCASION, FROM MORNING TO EVENING.
VALUES	ELEGANCE. AUTHENTICITY. HIGH-END LIFESTYLE.
TARGET	WOMEN 35-55 YEARS OLD.
PRICE POSITIONING	100
BOTTLE DESIGN	VERY HIGH QUALITY BOTTLES, DRESSED WITH LEATHER LABEL, AND COMPLETED WITH A STUNNING CH SILVER CHARM AND A RED RIBBON.
LINE CODES	TASTY FLORAL ORIENTAL. EASY-TO-WEAR, INSTANTLY FRESH AND ACCESSIBLE.
COMPETITIVE PILLARS	COCO MADEMOISELLE (CHANEL), EUPHORIA (CALVIN KLEIN), BLACK XS FOR HER (PACO RABANNE), CHANCE (CHANEL), LA VIE EST BELLE (LANCÔME)



DATE OF CREATION	2009
NAME	CH MEN
CONCEPT	CH IS INSPIRED BY CH FASHION STORES AND ITS ELEGANT ACCESSORIES. CH REPRESENTS THE ESSENCE OF A LIFESTYLE: ALWAYS ELEGANT, ALWAYS AUTHENTIC. A BRAND PERFECT FOR EVERY OCCASION, FROM MORNING TO EVENING.
VALUES	ELEGANCE. AUTHENTICITY. HIGH-END LIFESTYLE.
TARGET	MEN 25-55 YEARS OLD.
PRICE POSITIONING	100
BOTTLE DESIGN	VERY HIGH QUALITY BOTTLES, DRESSED WITH LEATHER LABEL, AN EMBOSSED CH LOGO AND RED STITCHES. A FUSION BETWEEN CLASSIC TRADITION AND CONTEMPORARY INNOVATION..
LINE CODES	FLORAL LEATHERY WOODY. EASY-TO-WEAR, INSTANTLY FRESH AND ACCESSIBLE.
COMPETITIVE PILLARS	FAHRENHEIT (DIOR), TERRE D'HERMÈS (HERMÈS), HUGO (HUGO BOSS)



DATE OF CREATION	2022
NAME	CH INSIGNIA LEATHER
CONCEPT	OPENING A NEW CHAPTER IN CH FRAGRANCES BOTH FOR MEN AND WOMEN CH PASIÓN REJECTS BOREDOM AND CELEBRATES JOY, ENTHUSIASM, AND SPONTANEITY AS VITAL ATTRIBUTES. WHAT WOULD LIFE BE WITHOUT A TOUCH OF PASSION?
VALUES	ELEGANCE. ALEGRIA . PASIÓN.
TARGET	WOMEN 25 / 35 YEARS OLD
PRICE POSITIONING	100
BOTTLE DESIGN	THE BOTTLES ARE HIGHLY CONNECTED TO FASHION SPORTING THE ICONIC INSIGNIA LOGO COMMON WITH THE TIMELESS INSIGNIA FASHION BAGS. COVERED IN LIVELY COLORS PINK FRAMBOISE AND HERRERA ORANGE, THEY ARE AN EXPRESSION OF CRAFTSMANSHIP AND PASIÓN!
LINE CODES	VANILLA IS QUINTESSENTIALLY YOUTHFUL AN AMBER, FLORAL, AND LEATHERY FRAGRANCE — IT IS PRESENT IN THE BASE NOTES OF THIS EAU DE TOILETTE. THAT MEANS THAT IT LINGERS ON THE SKIN LONG AFTER THE FIRST SPRITZ.
COMPETITIVE PILLARS	LA VIE EST BELLE (LANCÔME), BLACK OPIUM (YSL), COCO MADEMOISELLE(CHANEL)

TACTICAL

IDENTITY CARD



DATE OF CREATION	2022
NAME	CH MEN INSIGNIA LEATHER
CONCEPT	OPENING A NEW CHAPTER IN CH FRAGRANCES BOTH FOR MEN AND WOMEN CH PASIÓN REJECTS BOREDOM AND CELEBRATES JOY, ENTHUSIASM, AND SPONTANEITY AS VITAL ATTRIBUTES. WHAT WOULD LIFE BE WITHOUT A TOUCH OF PASSION?
VALUES	ELEGANCE. ALEGRIA . PASIÓN
TARGET	MEN 25-35 YEARS OLD
PRICE POSITIONING	100
BOTTLE DESIGN	THE BOTTLES ARE HIGHLY CONNECTED TO FASHION SPORTING THE ICONIC INSIGNIA LOGO COMMON WITH THE TIMELESS INSIGNIA FASHION BAGS. COVERED IN LIVELY COLORS PINK FRAMBOISE AND HERRERA ORANGE, THEY ARE AN EXPRESSION OF CRAFTSMANSHIP AND PASIÓN!
LINE CODES	THE JUXTAPOSITION OF TWO INTENSE INGREDIENTS: VANILLA AND INCENSE. OF ABSOLUTE FRESHNESS AND BOLD POWER — EXPRESSES ITSELF AS A WOODY FRAGRANCE WITH AMBER AND INCENSE ACCENTS.
COMPETITIVE PILLARS	POLO (RALPH LAUREN), SOLO LOEWE (LOEWE), BOSS THE SCENT (HUGO BOSS), LA NUIT DE L'HOMME (YSL), DIOR HOMME (DIOR), GUCCI GUILTY POUR HOMME (GUCCI)



DATE OF CREATION	2025
NAME	CH WILD LOVE
CONCEPT	STEP INTO A TRAIN, THE GATEWAY FOR A VIBRANT LOVE ADVENTURE, WHERE THE NEXT STOP IS: WILD LOVE. FULL OF CHARM AND CHARISMA, WHERE LEOPARD PATTERNS SEAMLESSLY EVOKE UNTAMED ELEGANCE, A FASHION ICON THAT WHISPERS BOLDNESS AND ALLURE, SETTING THE STAGE FOR AN UNFORGETTABLE JOURNEY.
VALUES	ELEGANCE. FASHION. DARING
TARGET	MEN 25-35 YEARS OLD
PRICE POSITIONING	105
BOTTLE DESIGN	CH WILD LOVE MAKES A BOLD, FASHIONABLE STATEMENT WITH STRIKING COLORS THAT CAPTIVATE BOTH THE FEMININE AND MASCULINE SIDES. IT EMBODIES THE VIBRANT SPIRIT OF CAROLINA HERRERA WHILE RETAINING A TIMELESS ELEGANCE THROUGH ITS ICONIC LEOPARD PATTERN.
LINE CODES	THE WILDEST INGREDIENTS FOR THE GREATEST ESCAPES. FOR THE MASCULINE FRAGRANCE BOLD GLAMOUR AND UNTAMED ALLURE. FOR THE FEMININE A DARING PROPOSAL TO EMBRACE YOUR WILD SIDE.
COMPETITIVE PILLARS	

TACTICAL

IDENTITY CARD



DATE OF CREATION	2025
NAME	CH WILD LOVE
CONCEPT	STEP INTO A TRAIN, THE GATEWAY FOR A VIBRANT LOVE ADVENTURE, WHERE THE NEXT STOP IS: WILD LOVE. FULL OF CHARM AND CHARISMA, WHERE LEOPARD PATTERNS SEAMLESSLY EVOKE UNTAMED ELEGANCE, A FASHION ICON THAT WHISPERS BOLDNESS AND ALLURE, SETTING THE STAGE FOR AN UNFORGETTABLE JOURNEY.
VALUES	ELEGANCE. FASHION. DARING
TARGET	WOMEN 25-35 YEARS OLD
PRICE POSITIONING	105
BOTTLE DESIGN	CH WILD LOVE MAKES A BOLD, FASHIONABLE STATEMENT WITH STRIKING COLORS THAT CAPTIVATE BOTH THE FEMININE AND MASCULINE SIDES. IT EMBODIES THE VIBRANT SPIRIT OF CAROLINA HERRERA WHILE RETAINING A TIMELESS ELEGANCE THROUGH ITS ICONIC LEOPARD PATTERN.
LINE CODES	THE WILDEST INGREDIENTS FOR THE GREATEST ESCAPES. FOR THE MASCULINE FRAGRANCE BOLD GLAMOUR AND UNTAMED ALLURE. FOR THE FEMININE A DARING PROPOSAL TO EMBRACE YOUR WILD SIDE.
COMPETITIVE PILLARS	

FULL COLLECTION

IDENTITY CARD



CONCEPT

THE HERRERA CONFIDENTIAL COLLECTION UNVEILS THE SECRETS OF THE HERRERA FAMILY THROUGH HIGH PERFUMERY. THE COLLECTION IS A TRIBUTE BY CAROLINA A. HERRERA, BEAUTY CREATIVE DIRECTOR, TO THE LEGACY OF HER MOTHER, THE FOUNDER OF THE BRAND. THE HERRERA CONFIDENTIAL COLLECTION EXEMPLIFIES THE HIGHEST PERFUMERY, USING THE WORLD'S MOST EXCLUSIVE INGREDIENTS. FROM LA VEGA, THE HERRERA FAMILY'S RESIDENCE IN CARACAS, THROUGH NEW YORK AND THE MIDDLE EAST, THESE FRAGRANCES IMMERSE YOU IN THE HISTORY OF CAROLINA HERRERA.

VALUES

HIGH PERFUMERY, TRADITION & EXPERTISE

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

LINE CODES

REINTERPRETATION OF TIMELESS AND LUXURIOUS INGREDIENTS, INNOVATIVE RAW MATERIALS, AND SURPRISING ACCORDS

COMPETITIVE COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

CEDAR CHIC



DATE OF CREATION

2025

CONCEPT

LEGENDARY LIKE HER, ICONIC LIKE A WHITE SHIRT.
WHEN CLASSIC & COMFORT MEETS TIMELESS SIMPLICITY.
A CELEBRATION OF SOPHISTICATED LIFESTYLE EMBRACED BY
THE HOUSE'S MOST ICONIC PIECE. FINELY MODELED
INGREDIENTS AND TEXTURED SCENTS TO PERFECTLY MATCH A
SOFT FABRIC.

VALUES

RADICAL SIMPLICITY, WHITE SHIRT & TIMELESS COMFORT.

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN
HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

INTERIOR LACQUERING IN A CLEAN, OFF-WHITE TONE

LINE CODES

A GLOBAL CONCEPT OF A TAILORED PERFUME. REFERRING TO
THE SIGNATURE OF CAROLINA HERRERA'S ICONIC WHITE SHIRT
STATEMENT, WITH FINELY MODELED TEXTURED INGREDIENTS &
SCENTS. CLASSIC NOTES OF CEDARWOOD ARE SPARKLED BY
CREAMY ORANGE BLOSSOM. TOP: MUSK,
HEART: CEDARWOOD & ORANGE BLOSSOM.

COMPETITIVE
COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN
PARFUMEUR & PENHALIGON'S

STALLION LEATHER



DATE OF CREATION

2023

CONCEPT

STALLION LEATHER EVOKE THE MEMORY OF BALACLAVA, CAROLINA HERRERA'S FAVORITE RACEHORSE DURING HER TEENAGE YEARS IN CARACAS. IT IS ALSO A DIRECT TRIBUTE TO THE HOUSE'S SAVOIR-FAIRE: THE ARTISANAL CRAFTSMANSHIP OF LEATHER AND LEATHER GOODS.

VALUES

SUCCESS, COURAGE, HERITAGE, ARTISANSHIP & BEAUTY OF EQUITATION.

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

INTERIOR LACQUERING IN A RICH BROWN COLOR

LINE CODES

THE MAIN NOTE IS SMOKY LEATHER, STAGGERING AND BOLD, JUST LIKE THE ENERGY OF BALACLAVA. THE HEART OF THE FRAGRANCE, WITH NOTES OF OSMANTHUS AND JASMINE, EXUDES FLORAL ROMANCE. THE BASE NOTES ARE AN EXERCISE IN VEGETAL AND EARTHY INTENSITY: LABDANUM, INCENSE, AND PATCHOULI, WHICH UNDERScore THE ELEGANCE OF LEATHER. TOP: SMOKY LEATHER, HEART: OSMANTHUS & BOTTOM: LABDANUM

COMPETITIVE
COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

STALLION LEATHER SUEDE LIMITED EDITION



DATE OF CREATION

2025

CONCEPT

IN THE QUIET SUNSET CARESS, CAROLINA HERRERA RODE HER HORSE BALACLAVA IN HER YOUNGER DAYS. DURING THE LAST HOURS OF SUN A DEEPER BONDING MOMENT BETWEEN CAROLINA AND HER MOST LOYAL PARTNER HIGHLIGHTED THEIR INTENSE & INTIMATE CONNECTION.

VALUES

INTIMACY, BOND.

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

INTERIOR LACQUERING IN A LIGHT BROWN COLOR

LINE CODES

INTRODUCED WITH A BOLD AND ADDICTIVE APPEAL, STALLION LEATHER'S LEATHERY SIGNATURE FEELS LIKE SHARPENED AND COLORED RIGHT FROM THE TOP, WITH A BLEND OF PINK PEPPER AND CARDAMOM SPICES. THE ULTRA-BLOOMING BOUQUET UNVEILS GENEROUS JASMINE PETALS AND DEVELOPS ALL THE SUBLIME FACETS OF THE ICONIC SOFT VIOLET AND SWEET OSMANTHUS FLOWER. ITS LEATHERY SUEDE TOUCH ECHOES BOTH WITH THE INTENSITY OF THE SMOKY LEATHER ACCORD ON TOP AND THE UNIQUE TEXTURED ACCORD AND SIGNATURE IN THE BACKGROUND.

COMPETITIVE
COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

MYSTERY TOBACCO



DATE OF CREATION

2016

CONCEPT

MYSTERY TOBACCO CAPTURES THE FASCINATION OF TRAVEL FOR HERRERA MOTHER AND DAUGHTER, BOTH OF WHOM HAVE A PASSION FOR EXPLORING NEW COUNTRIES AND STEPPING OUT OF THEIR COMFORT ZONE.

VALUES

ADVENTURE, FASCINATION, NOSTALGIA.

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

DEEP BROWN EXTERIOR COLOR WITH A TRANSLUCID FINISH

LINE CODES

THE PERFUME IS BUILT AROUND TOBACCO LEAF NOTES, WHICH BECOME FRUITIER AND MORE EXOTIC THANKS TO BLENDING WITH PATCHOULI, DAVANA, GINGER, VETIVER, AND TONKA BEAN. IT'S AN ELEGANT AND ADDICTIVE FRAGRANCE.
TOP: TOBACCO, HEART: TONKA BEAN & BOTTOM: PATCHOULI

COMPETITIVE
COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

TRUE OUD



DATE OF CREATION

2022

CONCEPT

TRUE OUD IS AN AMBERY FRAGRANCE THAT EVOKE THE EXPERIENCE OF BURNING OUD, A CEREMONY COMMON TO THE MIDDLE EAST THAT FASCINATED CAROLINA A. HERRERA.

VALUES

TRADITION, PRECIOSITY & CERIMONY.

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

GOLD EXTERIOR LACQUERING ACCOMPANIED BY A TRANSLUCID GREEN FINISH

LINE CODES

THE MAIN INGREDIENT IS OUD, EXTRACTED FROM THE AGARWOOD TREE, ONE OF THE MOST PRECIOUS INGREDIENTS IN THE WORLD. THE FORMULA COMBINES CERTIFIED NATURAL OUD, FLORAL NOTES OF FREESIA AND JASMINE, AND WOODS AND RESINS SUCH AS MYRRH AND SANDALWOOD. TOP: AGARWOOD, HEART: MYRRH & BOTTOM: OSMANTHUS

COMPETITIVE
COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

BURNING ROSE



DATE OF CREATION

2019

CONCEPT

BURNING ROSE IS A FRAGRANCE BUILT AROUND THE ROSE, THE STAR FLOWER OF THE GARDENS OF LA VEGA IN CARACAS, THE HISTORIC HOME OF THE HERRERA FAMILY. EVERY MORNING, MRS. HERRERA CREATED FLORAL BOUQUETS TO DELIGHT GUESTS LIKE PRINCESS MARGARET OF ENGLAND OR SALVADOR DALÍ.

VALUES

FLORAL GARDEN, LA VEGA, HOSTING & TRADITION.

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

RED TRANSLUCID LACQUERING

LINE CODES

IN THE HEART OF THE FRAGRANCE, THE DAMASCENA ROSE, ONE OF THE MOST PRIZED IN PERFUMERY, COEXISTS WITH THE SPICY NOTES OF CINNAMON. THE ROSE IS COMBINED WITH SPICY NOTES SUCH AS PEPPER, GINGER, CINNAMON, PATCHOULI, AND MYRRH. TOP: ROSE DAMASCENA, HEART: BLACK PEPPER & BOTTOM: LABDANUM

COMPETITIVE
COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

AMAZONIAN ROSE



DATE OF CREATION

2024

CONCEPT

AMAZONIAN ROSE IS AN EVOCATION OF THE STUNNING ROSA DE VENEZUELA, A TREE WITH LUSH RED FLOWERS THAT GRACED THE GARDENS OF LA VEGA IN CARACAS. THE HERRERA FAMILY HAS ALWAYS ASSOCIATED THE ROSA DE VENEZUELA WITH CAROLINA HERRERA HERSELF. THIS PERFUME IS A SYMBOLIC TRIBUTE TO THE FOUNDER OF THE BRAND.

VALUES

FLORAL GARDEN, LA VEGA, HERRERA FAMILY.

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

RED TRANSLUCID LACQUERING

LINE CODES

AT ITS CORE IS THE DAMASCENIAN ROSE, KNOWN FOR ITS DELICATE, EARTHY, AND ROMANTIC FRAGRANCE. IT IS PRECEDED BY TOP NOTES WITH THE SPICY TOUCH OF SUSTAINABLY-GROWN CARDAMOM FROM GUATEMALA, WHICH LEADS TO A BASE PREDOMINATED BY MEXICAN COPAL, FAMOUS FOR ITS SWEET, AMBERY STAYING POWER.

COMPETITIVE COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

SANDAL RUBY

IDENTITY CARD



DATE OF CREATION

2019

CONCEPT

SANDAL RUBY IS A TRIBUTE TO BOTH CAROLINA HERRERA'S FAVORITE COLOR, RED, AND TO SANDALWOOD, AS SENSUAL AND GRACEFUL AS A HERRERA EVENING GOWN. THE PERFUME DRAWS INSPIRATION FROM THE GIFTS CAROLINA A. HERRERA RECEIVED FOR HER 18TH BIRTHDAY: A RUBY RING AND A FABULOUS RED DRESS. THIS PERFUME PERFECTLY COMPLEMENTS THE ICONIC SHADE OF THE HOUSE.

VALUES

CAROLINA A. HERRERA'S FAVORITE COLOR, MOST SPECIAL DRESS AND SOUVENIRS

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

RED INTERIOR LACQUERING

LINE CODES

THE KEY INGREDIENT, SANDALWOOD, ADDS ORIENTAL AND WOODY WARMTH TO A FRAGRANCE AS SUMPTUOUS AND SENSUAL AS A RED SILK EVENING GOWN. TUBEROSE AND SPICES BRING FEMININITY AND MYSTERY.

COMPETITIVE
COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

OUD COUTURE

IDENTITY CARD



DATE OF CREATION

2015

CONCEPT

OUD COUTURE RECALLS A MOTHER-DAUGHTER TRIP TO SAUDI ARABIA, AN EXPERIENCE THAT FOREVER CHANGED THEIR UNDERSTANDING OF PERFUMERY. DURING THAT TRIP, PRINCESS HAIFA BINT FAISAL BIN ABDUL AZIZ GIFTED THEM A VIAL OF AGARWOOD OIL, ALSO KNOWN AS OUD, THE MAIN INGREDIENT OF THIS PERFUME. THE FRAGRANCE REINTERPRETS THIS PRECIOUS AND ANCIENT INGREDIENT FROM A NEW YORK PERSPECTIVE.

VALUES

TRAVEL, MOTHER-DAUGHTER SOUVENIRS, TRADITION AND MODERNITY

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

DEEP BLUE TRANSLUCID LACQUERING

LINE CODES

THE COMPOSITION OF OUD COUTURE IS ALMOST MINIMALIST: THE SENSUAL ROMANTICISM OF ROSE, THE EXOTIC TOUCH OF CLOVE AND SAFFRON, AND THE WARMTH OF BENZOIN BECOME THE PERFECT DANCE PARTNERS TO BRING OUD DOWN TO EARTH.

COMPETITIVE COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

NIGHTFALL PATCHOULI



DATE OF CREATION

2015

CONCEPT

NIGHTFALL PATCHOULI IS A PERFUME INSPIRED BY THE ECLECTIC ATMOSPHERE OF NEW YORK NIGHTS, WHICH CAROLINA A. HERRERA DISCOVERED IN HER TEENAGE YEARS WHEN SHE ATTENDED HER FIRST PARTY AT STUDIO 54. THIS PERFUME IS A TRIBUTE FROM CAROLINA A. HERRERA TO THE NEW YORK OF THE SEVENTIES AND EIGHTIES, THE PLACE AND TIME HER MOTHER BECAME AN ICON AND STARTED HER CAREER IN FASHION.

VALUES

NEW-YORK ENERGY, CAROLINA HERRERA DEBUTS, YOUTH

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

PURPLE TRANSLUCID LACQUERING

LINE CODES

NIGHTFALL PATCHOULI IS NOCTURNAL AND LUMINOUSLY AT ONCE. PATCHOULI IS PRESENT, BUT TO DISCOVER IT, YOU HAVE TO PASS THROUGH AN EVOCATIVE SERIES OF OLFACTORY VEILS. THE TOP NOTES ARE MARKED BY BERGAMOT WITH AMBER FLORAL TONES BLENDED WITH THE HEART NOTES OF CINNAMON AND ROSE. THEN THE PATCHOULI OIL TAKES STAGE ALONGSIDE WITH THE LABDANUM, AN AROMATIC NOTE AS POWERFUL AS IT IS MYSTERIOUS.

COMPETITIVE
COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

SAFFRON LAZULI



DATE OF CREATION

2020

CONCEPT

SAFFRON LAZULI COMBINES SAFFRON, AN EXOTIC AND UNCOMMON RAW MATERIAL, WITH THE AURA OF LAPIS LAZULI, AN INTENSELY BLUE GEMSTONE. THE PERFUME IS A TRIBUTE TO THE LOVE STORY OF CAROLINA A. HERRERA'S PARENTS, INSPIRED BY A POWDER COMPACT THAT REINALDO GIFTED TO CAROLINA HERRERA.

VALUES

LOVE, PRECIOUSNESS, TRIBUTE TO CAROLINA A. HERRERA'S PARENTS

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

INTENSE BLUE INTERIOR LACQUERING

LINE CODES

ITS FRAGRANCE, WHICH PLAYS WITH AN UNEXPECTED TOP NOTE — SAFFRON, COMBINED WITH CARDAMOM AND WILD BERRIES — DEEPENS WITH THE SPICY AND SOPHISTICATED SENSUALITY OF IRIS ROOT, ROSE, GUAIAC WOOD, VANILLA, AND TONKA BEAN. A RADIANT AND KALEIDOSCOPIC PERFUME, SIMULTANEOUSLY VITAMIN-RICH AND ELEGANT.

COMPETITIVE
COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

IRIS EMPIRE



DATE OF CREATION

2020

CONCEPT

IRIS EMPIRE IS INSPIRED BY THE BLACK DIAMOND, A PARTICULARLY PURE AND RARE VARIETY OF STONE. DURING A FAMILY TRIP TO BRAZIL, CAROLINA HERRERA AND HER DAUGHTER, DISCOVERED THE LEGEND OF THIS DIAMOND, WHICH SYMBOLIZES THE EXTRAORDINARY. THE BLACK DIAMOND AND THE IRIS, ROOT OF THE LILY, ARE UNDERGROUND TREASURES, THAT GROW IN THE DEPTHS OF THE EARTH AND DEVELOP UNIQUE AND MYSTERIOUS PROPERTIES.

VALUES

RARE, PRECIOUSNESS, TREASURE, MOTHER AND DAUGHTER TRAVEL TO BRAZIL

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

BLACK INTERIOR LACQUERING

LINE CODES

THIS VALUABLE RAW MATERIAL, THE IRIS, IS ESSENTIAL IN MEDITERRANEAN PERFUMERY, BLENDS WITH A MIX OF SPICES, BOTANICAL NOTES, AND MORE EVOCATIVE AND MYSTERIOUS INGREDIENTS LIKE DAVANA, CINNAMON, AND VIOLET. THE BASE NOTES ARE PURE MAGIC AND SWEETNESS: THE EXOTIC BLOOM OF PATCHOULI, THE WARM AND DARK INTENSITY OF CHOCOLATE AND LEATHER, AND THE OLD WORLD NOTES OF BENZOIN AND INCENSE.

COMPETITIVE
COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

GOLD INCENSE

IDENTITY CARD



DATE OF CREATION

2017

CONCEPT

GOLD INCENSE IS A PERFUME BUILT AROUND INCENSE AND THE GOLDEN HUES OF ARABIAN DUNES DURING A SUNSET THAT CAROLINA AND CAROLINA A. HERRERA EXPERIENCED IN THE DESERT ON A TRIP TO THE MIDDLE EAST. IT PAYS HOMAGE TO THE SIGNIFICANCE OF GOLD IN ARAB CULTURE, NEW YORK ART DECO STYLE, AND IN THE FASHION AND COSMETICS OF CAROLINA HERRERA.

VALUES

DESERT GOLDEN LIGHT, HOSPITALITY AND SOPHISTICATION

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

GOLD EXTERIOR LACQUERING ACCOMPANIED BY A TRANSLUCID YELLOW-ORANGE FINISH

LINE CODES

THE TOP NOTES, WITH MARIGOLD AND ANGELICA SEEDS, PROVIDE A WARM AND BOTANICAL OPENING. CEDARWOOD BRINGS SOLIDITY TO THE LABDANUM HEART OF THE FRAGRANCE. IN THE BASE NOTES, INCENSE LINGERS ON THE SKIN WITH AN UNEXPECTED SWEET TOUCH THANKS TO VANILLA.

COMPETITIVE
COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

IDENTITY CARD

AMETHYST HAZE



DATE OF CREATION

2021

CONCEPT

AMETHYST HAZE COMBINES THE RADIANCE OF AMETHYST, THE STONE OF CREATIVITY, WITH THE AROMA OF LAVENDER. AMETHYST HAZE RECALLS MOTHER-DAUGHTER VISITS TO THE METROPOLITAN MUSEUM OF ART IN NEW YORK, WHERE MRS. HERRERA AND HER DAUGHTER SAW FIRSTHAND THE POWER OF CREATIVITY AND EXQUISITE RAW MATERIALS FROM COLLECTIONS OF ROMAN-ERA JEWELRY AND MEDALLIONS.

VALUES

PASSION, BEAUTY, ART, DISCOVERY

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

INTENSE PURPLE INTERIOR LACQUERING

LINE CODES

AMETHYST HAZE IS AN EXPLORATION OF LAVENDER WITH ITS MORE IDIOSYNCRATIC FACETS HIGHLIGHTED THANKS TO THE PRESENCE OF SWEET, WARM, AND COMPLEX ACCORDS. THE TOP NOTES, WITH PINK PEPPER AND CARDAMOM, UNLEASH THE MYSTERY FROM THE FIRST SPRITZ. THE HEART OF THE FRAGRANCE, WITH LAVENDER AND COFFEE, IS PURE NOSTALGIA. THE BASE, WITH WOOD, PATCHOULI, AND CASHMERE WOOD, EXPANDS THE ATMOSPHERE TO BE FULLY ENVELOPING.

COMPETITIVE
COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

EMERALD MUSK

IDENTITY CARD



DATE OF CREATION

2019

CONCEPT

EMERALD MUSK IS INSPIRED BY THE EMERALD JEWELRY OF CAROLINA USLAR. CAROLINA HERRERA POSED WITH THESE PRECIOUS JEWELS FOR PORTRAITS BY ARTIST ANDY WARHOL AND PHOTOGRAPHER ANNIE LEIBOVITZ. IT'S A PERFUME AS BEAUTIFUL AS A JEWEL AND AS BLESSED AS A GOOD LUCK CHARM. MOST IMPORTANTLY, IT'S A TRIBUTE FROM CAROLINA A. HERRERA TO HER MOTHER, A FABULOUS STORY TOLD THROUGH SCENT

VALUES

ENERGY, GOOD LUCK, COURAGE

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

PRECIOUS GREEN INTERIOR LACQUERING

LINE CODES

IN EMERALD MUSK, THE OPTIMISTIC AND EARTHY ENERGY OF EMERALD IS TRANSLATED WITH THE POTENCY OF MUSK. IT ALSO FEATURES THE SPICY NOTES OF PINK PEPPER, THE FEMININITY OF ROSE, THE STRENGTH OF LEATHER, AND THE WARM COMPLEXITY OF IRIS ROOT, PLUS A POWERFUL BASE COMPOSED OF MUSK, VANILLA, AND AMBER.

COMPETITIVE
COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

PLATINUM LEATHER

IDENTITY CARD



DATE OF CREATION

2018

CONCEPT

PLATINUM LEATHER IS INSPIRED BY A METEOR SHOWER IN THE SAUDI ARABIAN DESERT, SEEN FROM INSIDE A TENT WITH SEATING UPHOLSTERED IN LEATHER, WHICH IS THE MAIN NOTE OF THE FRAGRANCE.

VALUES

CALM, FACINATION FOR THE SILVER STONES, TRADITION AND HISTORY

TARGET

UNISEX CUSTOMERS WITH A PREMIUM INTEREST IN HIGH PERFUMERY

PRICE POSITIONING

250

BOTTLE DESIGN

PRECIOUS GREEN INTERIOR LACQUERING

LINE CODES

THE FORMULA OF PLATINUM LEATHER IS A JOURNEY THROUGH THE GULF COUNTRIES. THE TOP NOTES INCLUDE PINK PEPPER AND JASMINE. THE WARMTH OF LEATHER EVOKE TRADITIONS LIKE THE DAZZLE OF HORSE RACING. THE BASE NOTES INCORPORATE THE SWEETNESS OF VANILLA, THE ENERGY OF PATCHOULI, AND THE SOPHISTICATION OF MUSK, IN A CARAMELIZED TOUCH REMINISCENT OF DATES. THE RESULT IS A TRIBUTE TO MIDDLE EASTERN PERFUMERY THROUGH THE CRYSTALLINE PRISM OF CAROLINA HERRERA.

COMPETITIVE
COLLECTIONS

DIOR PRIVÉE, GUERLAIN L'ART & LA MATIÈRE, L'ARTISAN PARFUMEUR & PENHALIGON'S

IDENTITY CARD

FULL COLLECTION OLFACTIVE PORTFOLIO

BY OLFACTIVE FAMILY



LIMITED EDITION
2025

CUTE CHAOS

IDENTITY CARD



DATE OF CREATION

2025

CONCEPT

IF YOU'RE GOING TO BE A MESS, MIGHT AS WELL BE A CUTE ONE! CUTE CHAOS EMBODIES THE SPONTANEITY AND JOYFULNESS AROUND NOT BEING PERFECT. THE MUSHROOM CHARM REPRESENTS A FREE SPIRIT AND INVITES YOU TO BLESS THE MESS.

VALUES

SPONTANEITY, JOYFULNESS

TARGET

FEMININE CUSTOMERS WITH AN APPEAL FOR MODERN NICHE COLLECTIONS

PRICE POSITIONING

150

BOTTLE DESIGN

CORAL AND WHITE BOTTLE COLORS WITH NEW POLKA DOT MUSHROOM CHARM

LINE CODES

A GLOBAL CONCEPT OF A FLORAL WOODY FRAGRANCE.
TOP: BLACKCURRANT, HEART: MAGNOLIA & BOTTOM: PATCHOULI.

COMPETITIVE
COLLECTIONS

MARGIELA REPLICA, BYREDO & LOEWE

CALL ME DARLING

IDENTITY CARD



DATE OF CREATION

2022

CONCEPT

GIVE IN TO THE KISSING MANIA. NO REGRETS, NO THINKING TWICE. LOSE TRACK OF TIME. THERE IS NOTHING BETTER TO DO. PUT ON YOUR LUCKY LIPSTICK TO ATTRACT. KISS, KISS, KISS YOUR WORRIES AWAY, EVERYTHING ELSE CAN WAIT.

VALUES

FLIRTINESS

TARGET

FEMININE CUSTOMERS WITH AN APPEAL FOR MODERN NICHE COLLECTIONS

PRICE POSITIONING

150

BOTTLE DESIGN

BROWN AND PINK BOTTLE COLORS WITH A RED LIPSTICK LIPSTICK

LINE CODES

A GLOBAL CONCEPT OF A FLORAL GOURMAND FRAGRANCE.
ORANGE BLOSSOM - TONKA BEAN - CHERRY MILK

COMPETITIVE
COLLECTIONS

MARGIELA REPLICA, BYREDO & LOEWE

MAD WORLD

IDENTITY CARD



DATE OF CREATION

2022

CONCEPT

IT'S A MAD WORLD AND WE KNOW IT. WE ARE OVEWHELMED, WE CANNOT KEEP UP. MOODS CAN BE SWEET AND SOUR LIKE A LUCKY PINEAPPLE. REMEMBER: VULNERABILITY IS POWER, AND WE DON'T ALWAYS NEED TO BE OK. KILL THE EXPECTATIONS.

VALUES

WELLBEING

TARGET

FEMININE CUSTOMERS WITH AN APPEAL FOR MODERN NICHE COLLECTIONS

PRICE POSITIONING

150

BOTTLE DESIGN

BLUE AND GREEN BOTTLE COLORS WITH A PINEAPPLE CHARM

LINE CODES

A GLOBAL CONCEPT OF A FLORAL CITRUS FRAGRANCE.
OSMANTHUS - BERGAMOT - LAPSANG SOUCHONG

COMPETITIVE
COLLECTIONS

MARGIELA REPLICA, BYREDO & LOEWE

FEARLESS & FABULOUS

IDENTITY CARD



DATE OF CREATION

2022

CONCEPT

THE FIERCE ENERGY YOU NEED. GO FOR IT, BE THE PREDATOR OF YOUR FEARS. NO SECOND GUESSING. THE LUCKY EYE HAS GOT YOUR BACK. LET OUT YOUR CLAWS. FIGHT YOUR BATTLES WITH A LOUD ROAR.

VALUES

COURAGE

TARGET

FEMININE CUSTOMERS WITH AN APPEAL FOR MODERN NICHE COLLECTIONS

PRICE POSITIONING

150

BOTTLE DESIGN

ORANGE AND YELLOW BOTTLE COLORS WITH AN EYE OF THE TIGER CHARM

LINE CODES

A GLOBAL CONCEPT OF A FLORAL FRUITY FRAGRANCE.
GARDENIA - PEAR ELIXIR - CASHMERE WOOD

COMPETITIVE
COLLECTIONS

MARGIELA REPLICA, BYREDO & LOEWE

ALEGRIA DE VIVIR

IDENTITY CARD



DATE OF CREATION

2022

CONCEPT

WHEN IT COMES TO EMBRACING LIFE'S UPS & DOWNS, TWISTS AND TURNS, WE COULD ALL DO WITH A LITTLE MORE ALEGRIA. CARRY THE JOY OF THE LUCKY JASMINE THROUGH LIFE. BUCKLE UP FOR THE SURPRISES, SMILE FOR THE CAMERA, JOIN THE JOYRIDE!

VALUES

JOY, HAPPINESS

TARGET

FEMININE CUSTOMERS WITH AN APPEAL FOR MODERN NICHE COLLECTIONS

PRICE POSITIONING

150

BOTTLE DESIGN

PINK AND BLUE BOTTLE COLORS WITH A JASMIN CHARM

LINE CODES

A GLOBAL CONCEPT OF A FLORAL MUSK FRAGRANCE.
PEONY - CEDARWOOD - RICE STEAM

COMPETITIVE
COLLECTIONS

MARGIELA REPLICA, BYREDO & LOEWE

ME FIRST

IDENTITY CARD



DATE OF CREATION

2022

CONCEPT

SELF-LOVE IS KEY TO CONQUERING YOUR OWN PRECIOUS LOVE.
YOU OWE IT TO YOURSELF. I'M SORRY, THE LUCKY HEART HAS
PLACE FOR NO ONE ELSE.
SOMETIMES, OR ALWAYS, YOU'VE JUST GOT TO PUT ME FIRST.

VALUES

SELF-LOVE

TARGET

FEMININE CUSTOMERS WITH AN APPEAL FOR MODERN NICHE
COLLECTIONS

PRICE POSITIONING

150

BOTTLE DESIGN

ORANGE AND BLUE COLORS WITH A HEART CHARM

LINE CODES

A GLOBAL CONCEPT OF A FLORAL GREEN FRAGRANCE.
TURKISH ROSE - LYCHEE - CEDARWOOD

COMPETITIVE
COLLECTIONS

MARGIELA REPLICA, BYREDO & LOEWE

LUCKY CHARM

IDENTITY CARD



DATE OF CREATION

2022

CONCEPT

PRESS PLAY AND TAKE THE CHANCE. FORTUNE IS BELIEVING, SO BE ALL IN. CLING ONTO YOUR LUCKY BEETLE, THERE MIGHT BE AN ACE UP YOUR SLEEVE. LIFE IS A SURPRISE, SO ROLL THE DICE. FEELING LUCKY YET?

VALUES

LUCK

TARGET

FEMININE CUSTOMERS WITH AN APPEAL FOR MODERN NICHE COLLECTIONS

PRICE POSITIONING

150

BOTTLE DESIGN

YELLOW AND BROWN COLORS WITH A BEETLE CHARM

LINE CODES

A GLOBAL CONCEPT OF A FLORAL AMBERY FRAGRANCE.
IRIS - PLUM MIRABELLE - VANILLA

COMPETITIVE
COLLECTIONS

MARGIELA REPLICA, BYREDO & LOEWE

LUNAR LOVER 25

IDENTITY CARD - LIMITED EDITION



DATE OF CREATION

2025

CONCEPT

YOU CAN'T RESIST A SNAKE CHARM.... THE MESMERIZING ENERGY AT ITS PAROXISM.

TARGET

FEMININE CUSTOMERS WITH AN APPEAL FOR MODERN NICHE COLLECTIONS

PRICE POSITIONING

150

BOTTLE DESIGN

RED AND PINK WITH A SNAKE CHARM TO CELEBRATE THE YEAR OF THE SNAKE 2025

LINE CODES

A GLOBAL CONCEPT OF A FLORAL AMBERY FRAGRANCE.
OLIBANUM – MAGNOLIA – RED TEA

COMPETITIVE
COLLECTIONS

MARGIELA REPLICA, BYREDO & LOEWE

FULL COLLECTION

IDENTITY CARD



FLIRTINESS

WELLBEING

COURAGE

JOY

SELF-LOVE

LUCK

SPONTANEITY

CONCEPT

LUCKYCHARMS IS A JOYFUL COUTURE COLLECTION OF FLORAL FRAGRANCE. INSPIRED BY WES GORDON'S ICONIC COLOR-BLOCK, AND FLOWER PATTERNS, THE COUTURE COLLECTION LIVES AND BREATHES NEW YORK. A MOOD-LIFTING COLLECTION THAT REPRESENTS YOUR DAILY DOSE OF POSITIVITY, EACH REVEALING A UNIQUE MOOD.

VALUES

ALEGRIA DE VIVIR,
COUTURE, COLOR &
EMOTIONS

TARGET

FEMININE CUSTOMERS WITH
AN APPEAL FOR MODERN
NICHE COLLECTIONS

LINE CODES

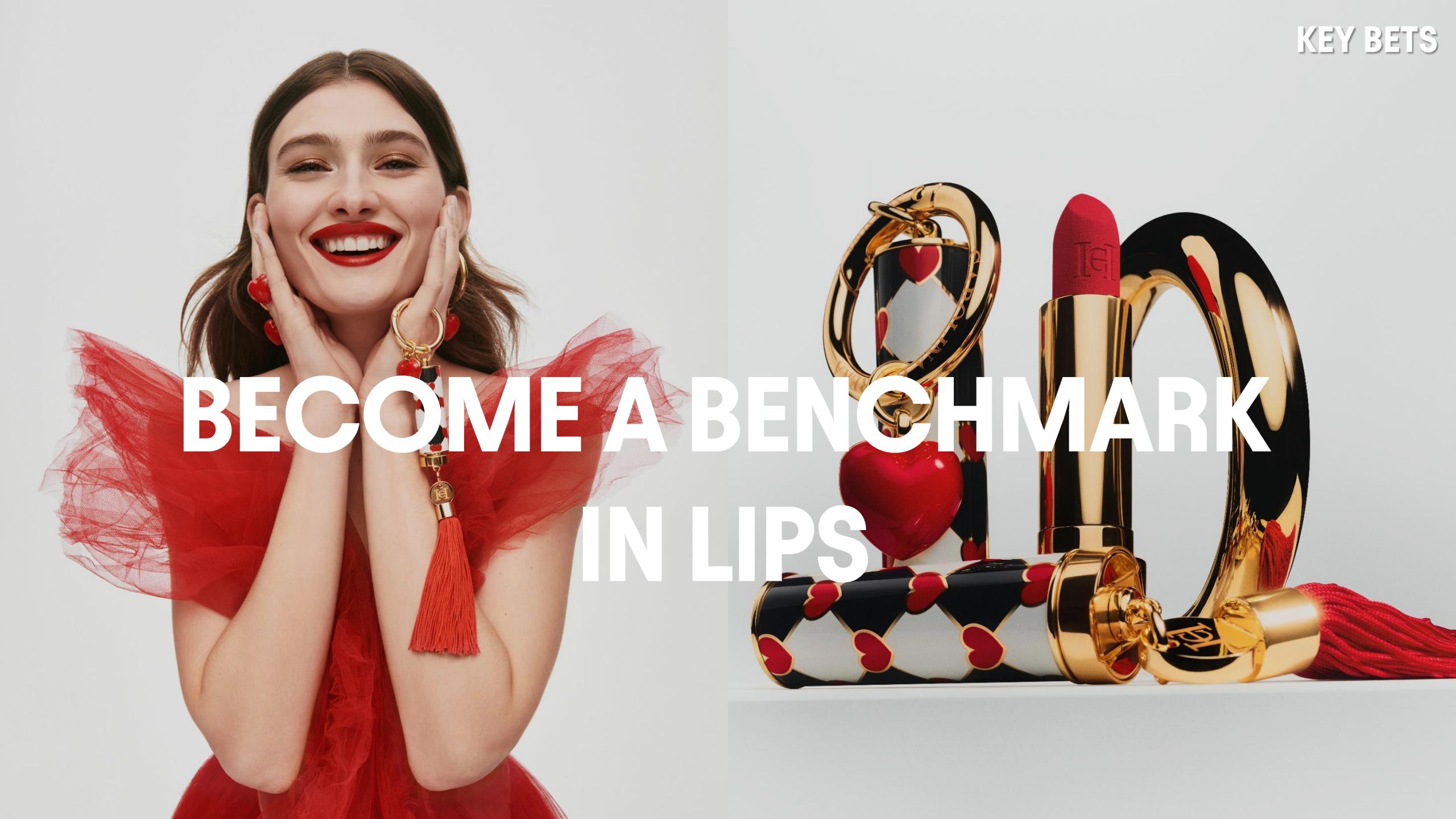
POWERFUL FLORAL
FRAGRANCES COMPOSED
BY INNOVATIVE RAW
MATERIALS, AND
SURPRISING ACCORDS

COMPETITIVE COLLECTIONS

MARGIELA REPLICA,
BYREDO & LOEWE

A photograph of two women laughing joyfully. The woman on the left has short brown hair and is wearing large, colorful, geometric earrings and a necklace. She is holding a pink and white patterned makeup brush with a gold tassel. The woman on the right has dark skin and is wearing large gold hoop earrings with white flower charms. She is wearing a necklace with red and pink gemstones. She is holding a pink lipstick tube with a black tassel.

MAKE UP



BECOME A BENCHMARK
IN LIPS



KEY BETS

IGNITE DESIRE IN EYES
THROUGH ARTISTRY & COLOR



KEY BETS

PLACE A BIG BET ON THE
WORLD OF COMPLEXION

