

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

CORE MESSAGES

COLOR

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

FLOWERS

- Femininity
- Color splash
- Inspiration
- Prints
- Fragrances

JOY

- Alegría de vivir
- Fun
- Smiles
- Latin heritage

FASHION, FRAGRANCES & BEAUTY

- Provides opportunity for digital community to get to know Creative Director Wes Gordon.
- Conveys the craftsmanship and luxury positionning 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



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