

ADVERTISING

## Carolina Herrera instills confidence in consumers via seduction rulebook

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Image from Carolina Herrera *The Art of Seduction* campaign

By SARAH JONES

U.S. fashion label Carolina Herrera is educating on alluring tactics to promote the new editions of its men's and women's CH scents.

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"The Art of Seduction" campaign spot tells a passionate tale through the eyes of both a male and female, from the moment they first lock eyes in their neighboring apartments to their flirting and eventual connection at an evening affair. Taking the effort beyond a static video, the brand created a coordinating microsite, which enables consumers to further explore gender-specific content designed to help instill confidence to create a seductive moment of their own.

"CH creates a digital world for consumers to experience and explore the art of seduction from both the male and female perspective," said Gina Delio, chief creative officer at **Tag Creative**. "This playful video incites and excites a broad demographic, creating a personalized story of desire for both genders.

"The campaign lets the consumer choose between two perspectives of the same experience, by offering the choice of either the man's journey or the journey of the woman," she said. "Hopefully viewers will experience both."

Ms. Delio is not affiliated with Carolina Herrera, but agreed to comment as an industry expert.

**Carolina Herrera** did not respond by press deadline.

Playing by the rules

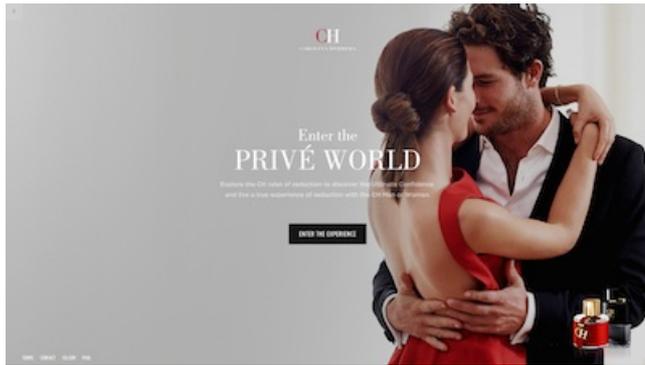
Carolina Herrera released a 30-second campaign film on YouTube. Set to the bilingual track "Quando Quando Quando" by Fergie featuring will.i.am, reflecting the brand's ties to both Venezuela and New York, the video opens by showing a man and a woman getting ready for a black tie occasion in their Manhattan apartments.

With their windows facing the same street, the pair exchange glances before getting into their cars and driving separately to the event. Keeping a visual consistency with the respective fragrance bottles, his attire, apartment door and car are all black, while hers are red.

When they arrive at the dinner party, she encounters him standing in the doorway and playfully unties his bowtie. After some coy brushes at the table, the couple meets outside on the balcony, finally embracing.

*CH MB 30" SPOT - #CH #ArtOfSeduction*

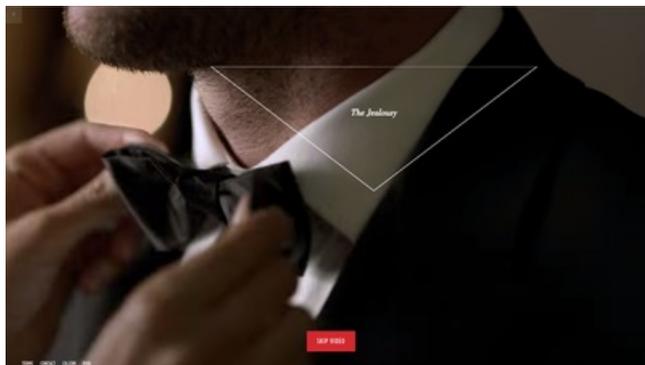
The video directs consumer to the microsite, which opens with the image of campaign stars Lily Aldridge and Justice Joslin in an embrace, the fragrance bottles mimicking their position below. Once the consumer selects a button to "enter the experience," they are asked to pick between experiencing his or her world.



*Carolina Herrera Art of Seduction microsite*

A slightly edited version of the campaign film then plays, with graphics overlaid that tell of different moments in the art of seduction, for instance, "the challenge" and "the dance."

Immediately following the video, the microsite reveals a page of the CH woman or man's rules. By perusing three of the rules, the user can unlock "the Ultimate Confidence."



*Screenshot of Art of Seduction microsite*

Peppered with images from the Mario Testino-lensed campaign, some of these individual pages contain video not seen in the spot. For example, in her world "the dance" shows a clip of the pair turning around one of their apartments, eventually spinning and collapsing together on a couch.

Others have the models speak about their rules. In "the desire," she explains, "Seduction means, above all, don't give in for everything."

#### *Discover their stories -5- #CH #ArtOfSeduction*

The Ultimate Confidence is a page about the fragrance itself, CH for women and CH Privé for men, which includes a video message from the man or woman, who has fallen under the spell of the now "expert" seducer, the consumer.

Users can enter their email address to receive private video messages from the man or the woman. Once entered, they can also share the experience.

"The curiosity of a consumer can be quite an influential tool in a digital campaign," Ms. Delio said. "If used creatively, it can increase the likelihood of the digital interaction between consumer and brand."

"It's the level of interest and desire that a person experiences, when they are curious, that will determine the way in which they interact with the campaign content," she said. "Offering two entryways into exploration of the piece is a clever way to engage the viewer and to enhance and increase their curiosity."

#### *Seducing the consumer*

Fragrance labels often tout the amorous effects of their scents.

For instance, French fashion label Kenzo introduced its latest perfume, Jeu d'Adour, through a digital poker-themed campaign.

In addition to a social video that followed a flirty game of poker between a man and woman, Kenzo created a

Facebook application game for consumers to actively participate in the campaign. Since there is no ecommerce tied to the effort, creating a level of interaction with the product may help the product information stick with consumers, and inspire them to go find the perfume in stores ([see story](#)).

Similarly, Italian fashion label Gucci explored the captivating qualities of the woman who wears its new Bamboo fragrance in a cinematic campaign.

Featuring Israeli actress Gal Gadot, the one-minute video explored the protagonist's enchanting capabilities from the perspective of a male voiceover. Associating a desirable personality with the fragrance may help inspire aspirational consumers to purchase as a way to create their own allure ([see story](#)).

"Brands are eager to be accessible and 'known well' by their target audiences," Ms. Delio said. "Even aspirational brands want to stay within 'reach' and to share their particular personality traits with their desired audience base.

"Being able to discover more scenes from a film as visually rich and stunning as this one, always offers a bonus to consumers and lets them feel that they are 'in' a bit more," she said. "The curiosity component is engaging, and definitely could have the potential to inspire investigation and sampling if not purchase intent.

"There is definitely a New York feel to this campaign that exudes confidence, and boldness with a touch of sophisticated exuberance and fun. There are some beautiful themes happening here that should appeal to the CH target audience."

Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

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