

INTERNET

Donna Karan embodies two sides to every woman in opposing scents

January 4, 2016



Donna Karan Liquid Cashmere ad

By STAFF REPORTS

U.S. fashion label Donna Karan is prompting consumers to reinvent their scent in the new year, appealing to the urge of renewal as the calendar changes.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

In an email sent to newsletter subscribers Dec. 31, the brand suggests its latest fragrance release, the Liquid Cashmere line. As consumers strive to improve themselves with personal resolutions, picking a new scent may seem the easiest goal of all.

Double sided

Donna Karan's email includes the subject line "New Year, New Scent." Timing it for New Year's Eve ensures that new beginnings are on recipients' minds.

From the email, consumers can click-through to the brand's ecommerce site to purchase the fragrances in the Liquid Cashmere collection. The 2015 additions, Liquid Cashmere White and Liquid Cashmere Black, are designed as "opposites that complete each other."



Donna Karan's Liquid Cashmere White and Black

Exploring this yin and yang is a short film for the two scents. Throughout the video, model Andreea Diaconu is seen embodying the dichotomy, with one "sultry and dark," the other "airy and radiant."

The film cuts back and forth, showing her standing in a pool overlooking New York in the daytime and nighttime. Corresponding to the black and white fragrances, the model wears only billowing pieces of ebony or ivory gauzy fabric.

//

One woman, two luxurious new scents. Introducing Liquid Cashmere Black & White, a pair of sensual fragrances available now

Posted by [Donna Karan New York](#) on [Tuesday, September 8, 2015](#)

Ms. Diaconu also appeared in a similar effort for Donna Karan's Cashmere Mist.

Donna Karan showed that the show must go on without its namesake founder in a previous fragrance campaign.

Ms. Karan announced that she would be stepping down as chief designer at her LVMH-owned brand in July, with the Donna Karan Collection being suspended for the time being. With Ms. Karan's departure to concentrate on her lifestyle brand, Urban Zen, the Donna Karan brand must show to its enthusiasts a sense of normalcy and consistency ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.