

FRAGRANCE AND PERSONAL CARE

Carolina Herrera fragrance effort dares good girls to try bad decisions

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Karlie Kloss for Carolina Herrera's Good Girl

By SARAH JONES

U.S. fashion label Carolina Herrera is showing that being virtuous all the time is overrated to launch a seductive scent.

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To introduce its Good Girl perfume, the brand created a sultry campaign featuring model Karlie Kloss, who proves the supernatural power in a pair of sky-high heels as she draws attention on a New York street. Portraying a duality of being female, this campaign is likely to resonate with consumers, as they can see a bit of themselves in both good and bad.

"The concept behind this campaign was inspired to empower every woman to embrace their 'bad' side and let go of their inhibitions," said Maureen O'Boyle, producer at [Tag Creative](#), New York.

Ms. O'Boyle is not affiliated with [Carolina Herrera](#), but agreed to comment as an industry expert.

[Carolina Herrera](#) did not respond before press deadline.

Audacious aroma

The campaign film for Good Girl opens with an aerial shot of New York at dusk. It cuts to Ms. Kloss, who stands at a window in an evening gown.



Still from Carolina Herrera's Good Girl ad

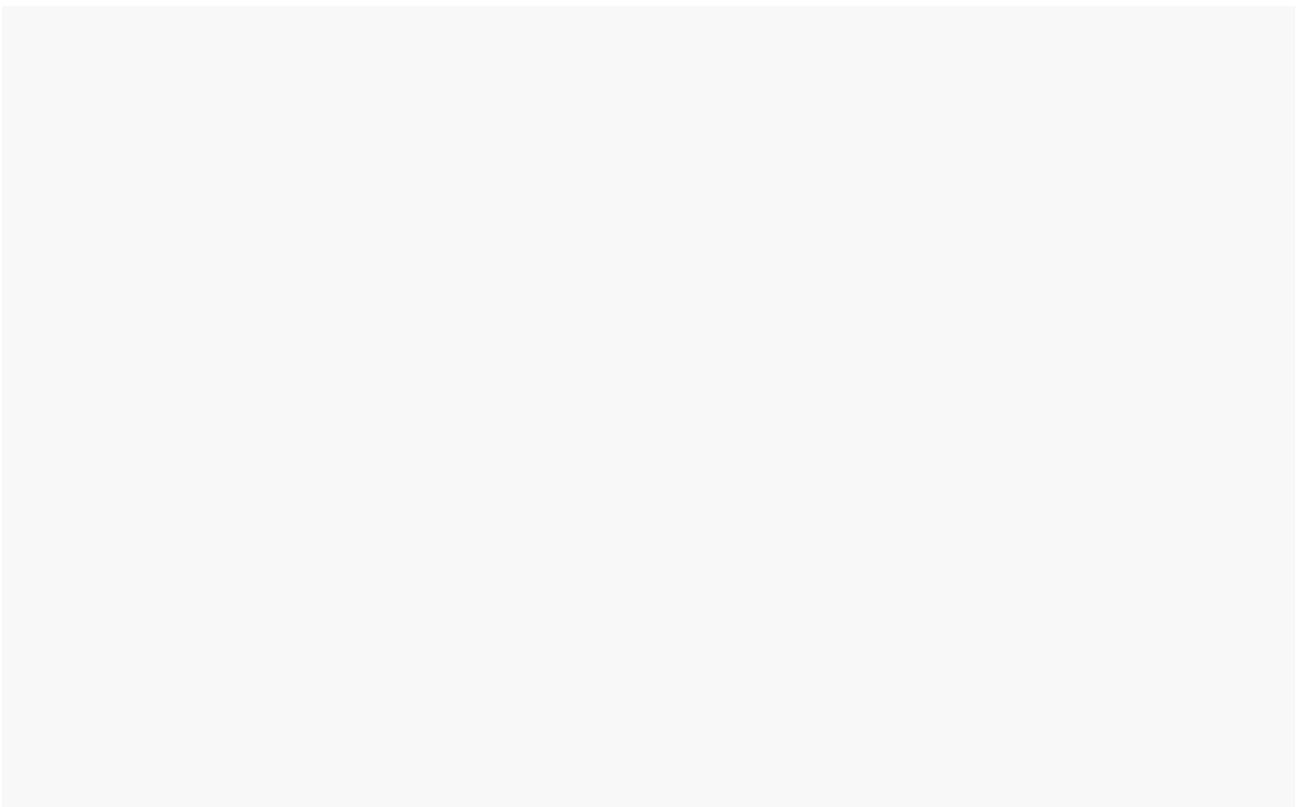
As she slips on a black pump and her heel hits the floor, the sound of the resonating clack is aligned with the image of a shattering flower.

She heads out to the street, and as she walks past an outdoor eatery, the striking of her stiletto against the pavement turns tables over as if by magic, making the male diners stare in amazement. In a similar manner, her strutting causes car accidents, lightning to appear in the sky and newspapers to fly off the shelves of a newsstand.

Rather than feeling guilty for these disturbances, Ms. Kloss walks away from the commotion with a smirk on her face.

She enters a hotel and saunters down a hallway. As the door to a room opens and her date appears, a chandelier shatters.

The tagline "It's so good to be bad" appears as the camera closes in on Ms. Kloss' face.



#GOODGIRL has finally arrived. Watch the official film starring @karliekloss by @santiagoandmauricio
#GOODTOBEBAD

A video posted by Carolina Herrera (@houseofherrera) on Aug 14, 2016 at 4:01am PDT

On a microsite, consumers can discover more about the scent and its marketing.

In a video, Ms. Kloss talks about who the Good Girl is, including her confidence and sense of adventure. She also talks personally about being good but also enjoying having an edge to herself.

"Karlie Kloss is known as the industry 'good girl,' not only for her reputation as the consummate professional, but also for her work with philanthropic organizations including the start of Karlie's Kookies," said Terry Rieser, chief operating officer/partner at Tag Creative. "Showing off Karlie's 'bad' side in this campaign proves that there's more to every woman than meets the eye."

Slideshows capture the campaign setting of New York and some of the more action-packed scenes from the advertising effort. Additional content captures behind-the-scenes moments between photographer Mario Testino and Ms. Kloss.

Good Girl was conceived by Carolina Herrera Baez, the daughter of the house's founding designer and the creative director of the brand's fragrance collection. Housed in a bottle that resembles a stiletto, the fragrance includes notes of tuberose and jasmine sambac given an edge with the addition of cocoa and roasted tonka beans.



Carolina Herrera's Good Girl

The elegant yet audacious scent reflects Ms. Herrera's vision of a woman. Both Ms. Herrera Baez and Ms. Kloss appear on film talking about the seductive, playful side of Ms. Herrera that those close to her know, but that the

general public might not be familiar with.

Daring behavior

Fragrance, much like fashion, offers consumers the opportunity to experiment with the way they portray their personality. Taking this idea, other brands have chosen bold campaigns to launch their perfumes.

For instance, British footwear and accessories label Jimmy Choo inspired its audience to live a daring lifestyle fitting of its fragrance, Illicit.

Jimmy Choo's campaign shows recording artist and actress Sky Ferreira flaunting her fearlessness in a fashionable way, whether she is sailing in the middle of the ocean or out at a club. Taking the campaign beyond a static advertisement, an interactive social component looks to help consumers find their own adventurous side ([see story](#)).

Also, French fashion house Lanvin weaved a contemporary fairy tale in which the heroine is a rebellious princess leading a double life.

For its Modern Princess scent, the brand filmed a narrative that is both romantic and adventurous, with a secret-agent damsel as the protagonist. This campaign reflects a modern interpretation of femininity, in which women are not confined to secondary, passive roles ([see story](#)).

"[Good Girl] strikes a balance between soft and sweet scents as well as more powerful and addictive aromas sought to seduce," said Gina Delio, chief creative officer/partner of Tag Creative. "Like the Carolina Herrera woman, this scent is multi-faceted and adventurous."

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