

FRAGRANCE AND PERSONAL CARE

Carolina Herrera creates exclusive party spanning real life, digital

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Hailey Baldwin is one of the influencers featured in Carolina Herrera's party. Image credit: Carolina Herrera

By BRIELLE JAEKEL

U.S. fashion label Carolina Herrera is tapping young influencers in a campaign that takes the form of the ultimate party in the 212 area code.

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Carolina Herrera is throwing the most exclusive party featuring young socialites in a new campaign that brings consumers in on the party through interactive digital elements. Celebrating its 212 fragrance for men and women, the campaign looks to capture the essence of the city that never sleeps.

"Through this contest, Carolina Herrera is clearly pivoting her approach by trying to capture a younger consumer looking for entry-level prestige," said Jessica Wolfe, principal in the consumer and retail practice of [A.T. Kearney](#), a global strategy and management consulting firm. "She is creating an experience around prestige—with events and popular celebrity millennials."

Ms. Wolfe is not affiliated with Carolina Herrera, but agreed to comment as an industry expert. [Carolina Herrera](#) reached for comment.

Most exclusive party

Model Hailey Baldwin, YouTube influencer and actor Cameron Dallas and Victoria's Secret angel Taylor Hill are just a few of Carolina Herrera's faces for its latest 212 campaign.

Most of the personalities in Carolina Herrera's campaign are well-known faces in their early twenties. The designer is building a series of content that creates the feel of an exclusive party with these socialites in attendance.



Carolina Herrera's 212 campaign features trans model Stav Strashko. Image credit: Carolina Herrera

A video shows a variety of the influencers arriving to a townhouse in New York through a myriad of ways such as walking or taking a cab. One girl has a key, with a large label with the numbers "212," which opens the door.

As upbeat club music plays throughout, the young influencers are shown dancing, falling in love, having fun and participating in other ensuing chaos that comes with throwing a large party. Throughout the spot, the number 212 is featured quite often in various formats.

For instance, the number appears on the label of a spinning record, as a neon sign behind individuals dancing down an imaginary runway and the finger of a girl making a shushing motion.

The film ends with the promotion of its 212 VIP Black and 212 VIP Ros fragrances.

A digital hub for the campaign hosts a gallery of consumer-entered content. The Web site features a meme creator in which users can incorporate their own photographs into memes that are reflective of the content from the party in the film to be showcased in the gallery.

Those that create their own meme will be entered for a chance to win a spot at an upcoming party thrown by Carolina Herrera for 212, featuring Mr. Dallas.



Carolina Herrer offers participants a chance to win entry to a party with Cameron Dallas. Image credit: Carolina Herrera

The dedicated Web page also features a path to purchase the various 212 scents.

Carolina Herrera news

Carolina's campaign comes after the label's CEO is said to be stepping down from his position after less than one year.

Women's Wear Daily's report that Francois Kress would be exiting the company came mere days after Carolina Herrera settled a lawsuit against Oscar de la Renta over design talent. Through filings in the suit, Mr. Kress' planned

to transition the label's eponymous designer away from the creative director role came to light ([see more](#)).

Last year, Carolina Herrera showed that being virtuous all the time is overrated to launch another seductive scent.

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 ([see more](#)).

"This is unique because it brings celebrities to interact with consumers beyond seeing them on the runways and in print ads," A.T. Kearney's Ms. Wolfe said.

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