

FRAGRANCE AND PERSONAL CARE

Carolina Herrera explores lighter side of romance in perfume promotion

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Carolina Herrera is taking CHL'Eau on holiday. Image credit: Carolina Herrera

By SARAH JONES

U.S. fashion label Carolina Herrera is playing a game of truth or dare for a flirty new fragrance campaign.

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The brand is marketing its CH L'Eau scent with a beachside effort that paints a playful picture of romance. Involving consumers in the content, Carolina Herrera has developed an online game that asks consumers to seek truths or daring feats from the campaign's spokesmodels or a special someone.

[Carolina Herrera](#) was reached for comment.

On holiday

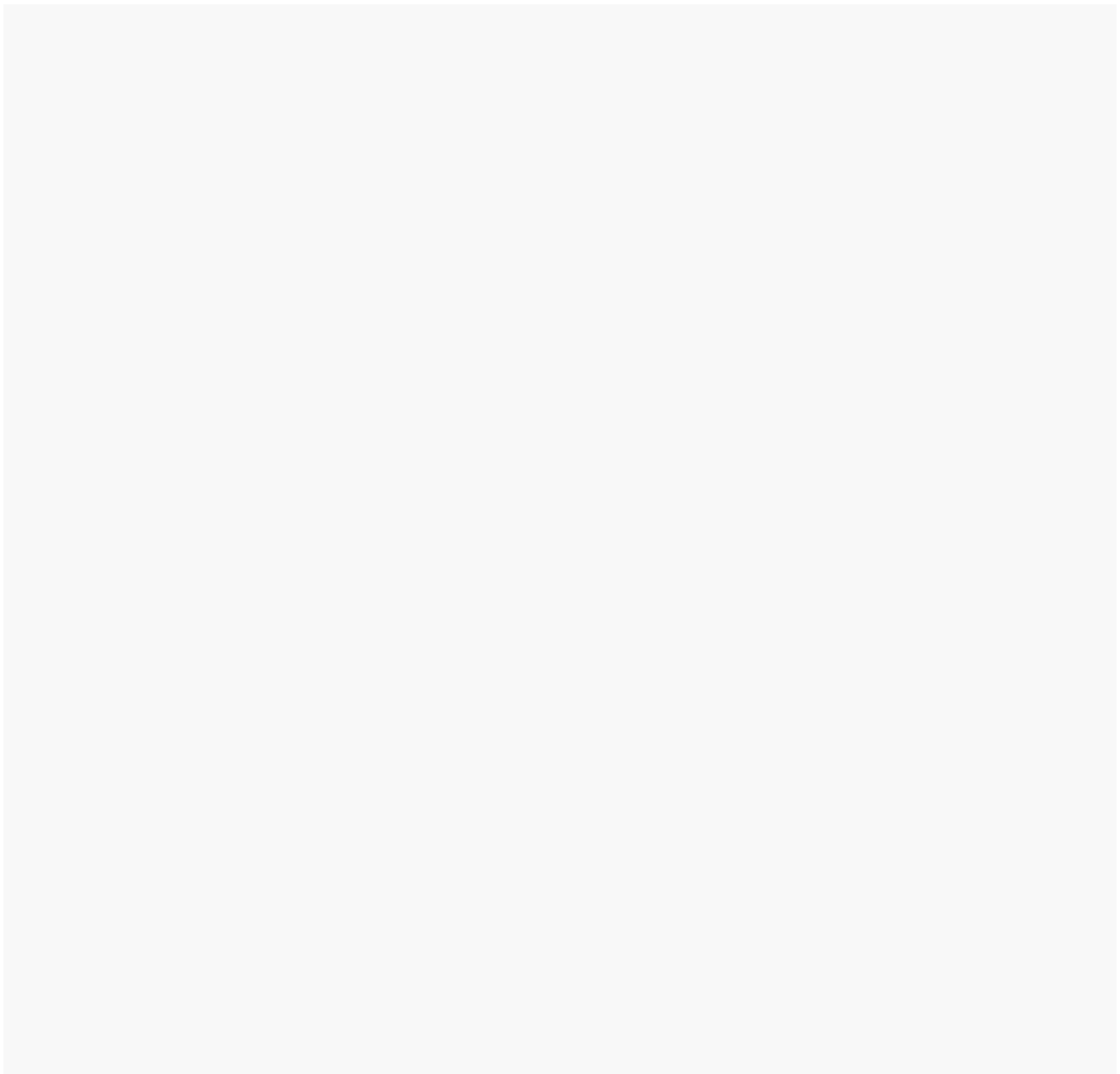
For CH L'Eau, models Lily Aldridge and Justice Joslin returning to their roles as faces of the CH fragrances.

Previously, the pair starred in "The Art of Seduction," a campaign spot that told 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 ([see story](#)).

Following up the previous metropolitan campaign, the latest effort shot by Mario Testino takes place by the sea.

While taking the imagined couple on vacation, Carolina Herrera has retained a sense of glamour. For instance, in one scene, the pair is seen frolicking in the ocean in formal attire or climbing aboard a small plane.

The campaign speaks to the varied experiences of love. For instance, a clip shows the couple sitting side-by-side reading books. Suddenly they look up from the page to make eye contact, as the video says "love a real connection."



@lilyaldrige and @justicejoslin embrace the Alegria de Vivir spirit #WakeUpLove #CHLEAU #chcarolinaherrera

A post shared by CAROLINA HERRERA (@carolinaherrera) on Feb 24, 2018 at 2:56pm PST

Along with the playful content, Carolina Herrera is looking to get consumers involved in the action with a game of truth or dare.

In an online quiz found on the CH L'Eau campaign page, an individual can play with either spokesmodel or someone they know.

The consumer picks who they want to ask first. They can then pick a truth, such as "What is the craziest trip you've ever been on?"

After that, the game will ask the user to pick a dare for their target. This ranges to dressing up a dog to ignoring a costar.



Carolina Herrera's campaign includes a game of truth or dare. Image credit: Carolina Herrera

The dared individual then picks which task they want and "answers" the user, choosing to perform either their truth or dare.

If a consumer decides to play with someone they know, they will be prompted to ask questions pertaining to what they love about them or how they would be described in emojis. Dares include cooking a dinner together or going to the movies.

The fragrance, envisioned by Carolina Herrera de Baez, is intended to evoke the feel of a summertime flirtation with notes including red tea, citrus, vetiver, patchouli and cedar wood.

Sense of smell

In an effort to engage consumers around a scent that cannot be experienced through a screen, many brands have included interactive components to their perfume marketing.

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

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

Italian jeweler Bulgari similarly felt the pull of Roman nights as it introduced the latest addition to the Goldea fragrance range through digital interaction.

To welcome Goldea The Roman Night to the jeweler's Goldea fragrance family, Bulgari scripted a nighttime narrative and interactive features to transport consumers to the Eternal City after dark. Since digital campaigns cannot yet incorporate scent to online experiences, fragrance marketers must rely heavily on a sense of place to communicate how a fragrance smells and how it makes the wearer feel ([see story](#)).