

FRAGRANCE AND PERSONAL CARE

Carolina Herrera shares tips for “good girls” through interactive effort

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Karlie Kloss returns for Good Girl. Image credit: Carolina Herrera

By SARAH RAMIREZ

U.S. fashion label Carolina Herrera is once again playing with the dynamics of femininity in an interactive campaign built around its Good Girl fragrance.

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Supermodel Karlie Kloss returns as the face of the Good Girl with a hint of bad as the label introduces an updated take on the original fragrance. Involving consumers in the campaign, Carolina Herrera is encouraging women to share how they demonstrate Good Girl qualities through a new microsite.

How to be a Good Girl

The bottle for the new Good Girl eau de parfum Lgre resembles the navy heel and gold stiletto bottle of the original, but with a gradient effect from transparent to midnight blue to represent the transition from day to night.

Lgre is a refreshed take from the classic's almond and jasmine scent with a top note of tangerine as well as hints of sandalwood and dulce de leche for a softer essence.



Carolina Herrera has launched a new Good Girl scent. Image credit: Carolina Herrera

Carolina Herrera introduce its first Good Girl perfume in 2016 with a sultry campaign featuring Ms. 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 resonated with consumers who can see a bit of themselves in both good and bad ([see story](#)).

To mark the new release, Ms. Kloss appears in videos speaking directly to viewers to share how to be "good girls" while still empowering themselves with different sides of their personalities. Hinting at the duality within women, Ms. Kloss appears in the films and stills wearing feminine black and white dresses that embody the Carolina Herrera brand.

The traits Ms. Kloss discusses include confidence, ambition, a strong mind and courage.

"Good girls dream big, work hard and are kind," Ms. Kloss says in one video message.

After each quick tip, viewers are prompted to show off their confidence or share their aspirations. Users can upload selfies, which are then edited with a Good Girl-branded frame.

Playful personalities

As women become more valuable consumers of luxury goods, many brands are appealing to them by highlighting the range of personalities and characteristics with all women.

Recently, Ms. Kloss was the star of one such effort with beauty brand Este Lauder.

To maintain a sense of levity and youthfulness, a campaign film for the brand's Pure Color Envy Lip Care Collection features the supermodel playing several roles for comedic effect.

For an amusing take on women's different identities, Ms. Kloss plays several characters in the waiting room of a lip spa. Her roles include the "Boss Lady," a "Sexy Siren" and "The Girl Next Door," as well as the spa attendant ([see story](#)).

Italian fashion label Prada introduced its fall/winter 2018 collection with a short film that plays to women's evolving identities.

"Neon Dream" stars model Amanda Murphy during an evening in Las Vegas, a distinct city known for its brashness. Along the way, she meets actress Sarah Paulson and drag queen Violet Chachki, who help to convey the idea of changing personas.

The shifting characters Ms. Paulson and Ms. Chachki play reflect the different roles women may play in their everyday lives. Over the course of the film, Ms. Murphy goes from observing her environment to actively participating in it ([see story](#)).