

FRAGRANCE AND PERSONAL CARE

## Carolina Herrera empowers “good girl” coders

July 24, 2019



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

By STAFF REPORTS

U.S. fashion label Carolina Herrera is supporting a coding nonprofit organization founded by the face of its Good Girl fragrances.

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

Since 2015, supermodel Karlie Kloss has been creating learning experiences for young women interested in coding through Kode With Klossy. By partnering with Kode With Klossy, Carolina Herrera highlights the importance of passion and education for young women.

Good girls code

With the support of Carolina Herrera Good Girl, Kode With Klossy was able to provide nearly 1,000 scholarships to flagship summer programs.

Since the program's inception, almost 2,400 young women have been able to attend to Kode With Klossy camps. During the two-week camps, students learn the fundamentals of coding, a valuable skill in today's technology-powered culture.



*Karlie Kloss founded Kode With Klossy in 2015. Image credit: Kode With Klossy*

"Kode With Klossy would not be possible without the support of incredible partners like Carolina Herrera Good Girl," Ms. Kloss said in a statement. "A large part of our mission at Kode With Glossy is to expose our scholars to inspirational female leaders and encourage them to dream big.

"Carolina Herrera herself is such a visionary and an incredible role model for our scholars," she said. "I'm proud to work with the Carolina Herrera Good Girl brand to empower the next generation of female leaders in technology and beyond."

Kode With Klossy also creates tech-centric digital content and supports like-minded organizations through grant programs.

Ms. Kloss recently appeared in an interactive campaign built around Carolina Herrera's Good Girl fragrance.

To mark the release of the new Good Girl eau de parfum Lgre, Ms. Kloss appeared 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 ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

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