

FRAGRANCE AND PERSONAL CARE

Carolina Herrera levels up with star-powered beauty content

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The luxury label is harnessing the power of celebrity to promote its newly-launched beauty line. Image credit: Carolina Herrera

By LUXURY DAILY NEWS SERVICE

U.S. fashion brand Carolina Herrera is giving beauty tutorials a boost, tapping familiar faces for its new vertical.

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The luxury label is harnessing the power of the celebrity visage to promote its newly-launched beauty line, Herrera Beauty, remixing classic "GRWM" content in a series of new videos starring globally-recognized talents. The company's categorical extension became available stateside at the top of this year.

Hashtag Hererra Beauty

Mexican fashion model and blogger Michelle Salas, American actress, model and dancer Larsen Thompson and former Victoria's Secret angel Lais Ribeiro talk through their routines in a video trio filed under the tag #HerreraBeauty.

Sporting robes displaying the Herrera Beauty logo, the ladies blend, brush and bake against monochromatic backdrops that match their respective products' pattern.

Ms. Thompson, for example, uses the brand's buildable Fabulous Skin powder in the shade Spring Porcelain, of which packaging features an emerald, sapphire and gold art deco design, as she appears in front of a corresponding green screen.

Gleefully applying a Carolina Red Mini Tint lipstick to both her mouth and cheeks, she puts the multi-use nature of the beauty line to work in the content, available across brand platforms including YouTube.

Larsen Thompson talks through her Hererra Beauty makeup routine

"Hi everyone, this is Michelle Salas and I'm going to show you my makeup routine," outlines Ms. Salas.

"Let's go!" she exclaims, leaning into the camera before coyly pulling a base palette out of her luxe loungewear.

In the next few frames, Ms. Ribeiro opts for luscious lashes with the brand's Fabulous Eyes Sumdgeproof mascara which touts a 24-hour lift. In another clip, Ms. Salas applies Hererra Beauty's Universal Highlighter to the high points of her face for an effortlessly warm look.

All three beauties strike a pose varying by personality as the films culminate, showcasing completed looks.

Brands have long caught on to the appeal of customizable elements, but are now extending the freedom to personalize in fresh ways. Products included in Ms. Herrera's refillable makeup range feature customizable cases, charms and accessories intended to adorn like jewelry.

The site also offers virtual try-on options, aligning with new reports that reflects a shared sentiment among consumers when it comes to beauty, as digital technology continues to infiltrate physical reality and customers accept the future of "phygital" innovations in a shift spurred by the global pandemic, according to the Fashion Institute of Technology (FIT) Cosmetics and Fragrance Marketing and Management (CFMM) Capstone's research ([see story](#)).

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