



CONFIDENTIAL
CAROLINA HERRERA
NEW YORK

PRESS KIT



HERRERA CONFIDENTIAL THE MOST EXCLUSIVE COLLECTION OF PERFUMES OF THE HOUSE OF HERRERA

With Herrera Confidential, Carolina Herrera de Baez, Creative Director of world of fragrances, allows us to take a close look at the fascinating history of the Herrera family.

Mother and daughter open the doors to the House of Herrera to develop a very personal project that blends the traditional with the contemporary. It is an irresistible combination of elegance, emotion and authenticity and merges her Latin roots with the cosmopolitan New York of today.

Carolina Herrera de Baez, inspired by the values of her mother, has brought to life a project that embodies her curiosity about the world of fragrances, her desire for experimentation and her search for perfection. The dream of this distinctive collection has been created through the quality and purity of the product and the impeccable presentation. This exclusive collection consists of six fragrances and four essential oils, to be used individually or to be mixed with each other to create an own personal fragrance. The bottle is made of the world's finest glass, and stamped with the initials of the House of Herrera.

Join Carolina Herrera de Baez on this exclusive journey of scents, in which she reveals the fusion of scents and fashion.

PRODUCT INFORMATION

Step inside the private world of The House of Herrera through the eyes of Carolina Herrera de Baez: a combination of elegance, authenticity and luxury bottled in six exquisite fragrances in bold jewel tones, featuring the most iconic scents of modern perfumery. Herrera Confidential effortlessly challenges both contemporary and traditional values, always staying true to the Herrera ethos: incorporating the most luxurious and natural scents, pushing them to the limits, always daring to explore the unexpected.

1. Herrera Confidential fragrances

HERRERA TUBEROSE

Inspiration:

Tuberose is the queen of white flowers and the symbol of Herrera's timeless elegance. The designer's secret to confidence and timeless appeal is simple always stay true to yourself.

Ingredients:

Floral, sensual and intense, indian tuberose is warmed by a blend of the finest orange flowers, deliciously infused with vanilla.

BURNING ROSE

Inspiration:

Red symbolising passion and love. For Herrera, it also has a deeper meaning. It is the colour of celebration, an explosion of energy and vitality. Burning rose evokes nostalgia of a creative and revolutionary moment in New York City's 70s and 80s history, when convention were challenged in favour of bold new idea and pop culture.

Ingredients:

Burning rose embodies the star qualities of charisma, elegance and glamour. This elegant Rose from bulgaria is infused with the highest quality spices: royal cinnamon from laos, andginger burned with patchouli from indonesia.

NIGHTFALL PATCHOULI

Inspiration:

This fragrance was inspired by the magic and mystery of the night, from enchanted evenings in the arabian desert to the vibrant energy of New York after dark. Nightfall is the time when anything can happen, opening up the imaginary, an infinite world of possibilities between reality and fantasy.

Ingredients:

What sets this scent apart is its unique blend of contrasting resins and spices. The deep softness of benzoin resin meets the vibrancy of forbidden cinnamon, with a enigmatic hint of indonesian patchouli leaves. It's a celebration of those who dare to see things differently.

LOUD COUTURE

Inspiration:

Extracted from agarwood, thought to be the most precious of all woods, Oud Couture draws inspiration from middle eastern culture with a modern twist of New York's cosmopolitan spirit and style sensibility. This seductive scent is a new interpretation of a legendary oriental ingredient.

Ingredients:

The hallmark of this emblematic fragrance is the scent of laos oud. A blend of opulent resins and taif and damascena roses, oud is transformed into an inspiring and electrifying scent. Just like in New York, a world of endless possibilities.

NEROLI BOHÈME

Inspiration:

This passionate fragrance pays homage to whimsical and carefree days spent at Carolina Herrera's venezuelan family estate, la vega – a rich and verdant setting where elegance and Relaxed style effortlessly harmonized. La Vega played host to close friends and family from around the globe to enjoy lavish parties and intimate gatherings. The lush emerald gardens, vivid sunsets and breathtaking landscape created the backdrop to indelible memories of a distinct time and place where every sense was captivated.

Ingredients:

Here the Neroli is bohemian, playful and sensual - a chiaroscuro composition of italian citrus Fruits for bright freshness, nightfall indian Jasmine for depth.

AMBER DESIRE

Inspiration:

Traditional yet innovative. Timeless yet modern. The story of Amber Desire started with Ambre 83, an emblematic and elementary perfume base created at the turn of the 20th century that became part of classic oriental fragrance structures.

Ingredients:

Today, the Herrera House has reinvented this iconic base giving it a modern twist with an intoxicating fusion of date, rose absolute, vanilla and labdanum. The result, a purer, brighter and more powerful interpretation of a classic perfume note.

2. Herrera Confidential Oils

Confidentiality is synonymous with luxury – that's why the House of Herrera chose four opulent ingredients to create pure, ultra concentrated and original oils. By layering drops before spraying, the fragrances can be customised and transformed into a very personal and unique statement. This precious nectar is bottled in the world's finest crystal and sealed with the house initials.

PURE OIL OF ROSE

Inspiration:

Pure Oil of Rose is concocted from the richest damascene rose of bulgaria. Pure and concentrated, it adds an elegant and hypnotising personality to the fragrance collection.

Ingredients:

The House of Herrera recommends layering *Pure Oil of Rose* with *Nightfall Patchouli*, *Amber Desire* and *Oud Couture*.

PURE OIL OF OUD

Inspiration:

Pure Oil of Oud is a true treasure, a rare and precious ingredient that embodies the Noble character and strength of the collection

Ingredients:

The House of Herrera recommends layering *Pure Oil of Oud* with *Burning Rose*, *Amber Desire* and *Oud Couture*.

PURE OIL OF MUSK

Inspiration:

Musk is a synthetic molecule known for its soft sensuality and it's enveloping, reassuring properties. Extremely concentrated, *Pure Oil of Musk* adds mystery and softness to the floral notes of the collection.

Ingredients:

The House of Herrera recommends layering *Pure Oil of Musk* with *Neroli Boheme*, *Burning Rose* and *Herrera Tuberose*.

PURE OIL OF SANDALWOOD

Inspiration:

Extracted from the noble australian sandalwood Tree, *Pure Oil of Sandalwood* is as distinctive as it is divine, adding bold and woody personality to the fragrance collection.

Ingredients:

The House of Herrera recommends layering *Pure Oil of Sandalwood* with *Neroli Boheme*, *Herrera Tuberose* and *Nightfall Patchouli*.

Over the last centuries, cultures of Middle East preserve daily rituals, such as the art of perfuming in layers. This unique process consists of mixing very scents in order to create a unique and personal fragrance. This process express the spirit of couture at The House of Herrera.