



CONFIDENTIAL
CAROLINA HERRERA
NEW YORK

Q&A's



THE COLLECTION - INSPIRATION

What is Herrera Confidential?

Herrera Confidential is a collection of six fragrances and four essential oils, extracted in the purest way possible. Carolina Herrera de Baez transforms her world into a collection of sophisticated perfumes and oils, giving them a contemporary twist and revealing for the first time the secret ingredients that have long perfumed the Herrera Family.

This collection is a blend of Latin character and New York's cosmopolitan flair and is inspired by her childhood memories and most treasured experiences.

Is it a tribute by Carolina Herrera de Baez to her mother?

Yes, it is. Carolina Herrera de Baez took her inspiration from the figure of her mother when creating the six fragrances and the four essential oils in the collection. It is a project that embodies her curiosity about the world, her desire to experiment and to learn, and her quest for perfection. These three aspects define her energetic and vivacious nature, which she inherited from her mother.

The collection is a scented interpretation of her mother and the world that surrounds her: the fashion empire and the family dynasty. Carolina has managed to convey all the values inherited from her mother in a collection that oozes the impeccable style so customary of House of Herrera.

Where does the inspiration come from?

Herrera Confidential takes us to the heart of the fascinating story of the Herrera Family, on a captivating fragrant journey, giving us the opportunity to unveil the thought-provoking and enigmatic memories that inspired each of the fragrances in this collection. The family's values, childhood memories, travels and experiences are all a part of the creative inspiration for the collection.

Inspiration also comes from the world of fashion and the family legacy that enshrouds the figure of Mrs. Herrera.

What makes this launch different from the others?

Not only is it different because of the unique product that has been created – the six fragrances and four oils – but also because of the luxury and exclusivity reflected in each product's packaging and through the seal of the brand created especially for this launch.

For the first time, the Carolina Herrera brand lets us personalize a scent that is true to ourselves, by infusing different fragrances and oils. Herrera Confidential allows you to experiment and create a unique perfume.

The art of perfuming in layers is common in the Arab world. This process is unique, as it consists of applying various scents to the skin in order to create a unique and absolutely personal fragrance. Thanks to the six fragrances and four essential oils in the collection, Carolina Herrera Baez introduces us to the world of customization, where we can create a fragrance that is completely personal and true to oneself.

Where can I purchase it?

The collection is launched in USA, Middle East, France, Chile and Mexico in 2015. It is available in the Carolina Herrera New York boutiques in USA and in the rest of the countries in the most exclusive Malls and beauty retailers. This collection will be launched in more countries.

In what format will it be sold?

The six fragrances will be available in 100-ml formats, and the oils in 15-ml formats.

For whom is the collection designed?

It is a highly exclusive and timeless collection for both men and women.

THE SIX FRAGRANCES AND FOUR OILS

Is each fragrance inspired by something different? What is the story behind each fra-

grance?

Yes, each fragrance has a great and inspiring story behind it.

Herrera Tuberose: “Dressed for success”. This fragrance takes us back to Carolina Herrera de Baez’s childhood, when she used to go with her mother to Bloomingdale’s to buy ingredients and create her own fragrances.

Burning Rose: “Grace under fire”. Burning Rose is reminiscent of the aromatic expression of the spontaneity and charm that has always accompanied House of Herrera. The color red represents the union between innocence and sensuality.

Oud Couture: “Anything can happen”. It is reminiscent of her journey to the East, when Carolina Herrera de Baez first discovered oud, the ingredient that gives fragrances a sensual and elegant air.

Amber Desire: “A timeless yet modern obsession”. This fragrance takes us to the warm embrace of the Herrera family home, where the scent of wood filled every room.

Nightfall Patchouli: “The depth of the night”. Nightfall Patchouli represents mystery, intensity, seduction and the elegance of night personified.

Neroli Boheme: “Latin spirit”. The essence of this fragrance are the citric ingredients which are at its heart, taking Carolina Herrera de Baez back to her roots, recalling her country house in Venezuela and her Latin spirit.

What ingredients make up the fragrances?

Herrera Tuberose: A base note of vanilla, which gives the fragrance softness. At its very heart is the ingredient that gives the fragrance its name: tuberose. Orange blossom tops off the fragrance.

Neroli Boheme: Musk opens up the fragrance, making way for the jasmine at its heart. Neroli, its most essential ingredient, tops it off.

Oud Couture: At the base of the fragrance are hints of oud accompanied by musk, and at its heart, the neroli oil of the bitter orange tree. Jasmine tops off the fragrance, giving it a sweet,

mild scent.

Burning Rose: The base notes of the fragrance are patchouli, while the middle notes smell of roses and give it an elegant and sophisticated touch. Black pepper, full of sophistication, is the top note.

Amber Desire: Vanilla is the base note of this fragrance, giving it a soft touch. Lavender nourishes the heart of the fragrance and rose seals it, leaving its scent to linger behind and be remembered long after.

Nightfall Patchouli: Benzoin Siam is the first ingredient we smell in the fragrance. Patchouli gives it its heart and its name. The final nuances for Nightfall Patchouli are added courtesy of cinnamon.

Why were four oils chosen?

Confidentiality is synonymous with luxury. That's why House of Herrera selected four opulent ingredients for creating pure, original and concentrated oils. Mixing pure essential oils with fragrances can give sweet or alluring mixtures, thereby personalizing each fragrance. These precious oils are contained in the world's finest glass, embossed with the initials of House of Herrera.

Oud: Pure Oud oil is a real treasure, a precious ingredient that embodies the noble character and strength of the collection.

Rose: Pure rose oil comes from the damask rose of Bulgaria. It is pure and concentrated, and endows the collection with elegance and a hypnotic personality.

Sandalwood: This oil is extracted from Australia's noble sandalwood tree. It has a very distinctive scent and gives the collection a daring and woody personality.

Musk: Musk oil is renowned for being gentle and all-enveloping, as well as for its relaxing properties. It is extremely concentrated and pure, and gives a touch of sensuality to the collection's floral notes.

Can we mix the fragrances with the oils freely?



Herrera Confidential introduces the concept of completely free mixing and experimentation. However, the Carolina Herrera brand has created a guide giving advice on mixing and how to obtain the desired result.

What role do the oils in this collection play?

The four essential oils, extracted in the most natural possible way, are at the heart of the collection. They are its distinctive feature, as House of Herrera has decided to include natural oils as a basic part of a collection for the first time.

Why is it considered a luxury collection?

This collection's exoticism and singularity are not only due to the natural products of the highest quality within it, but also because of the decision to create an outstanding collection based on a look chosen with the utmost care, with a bottle produced using the world's finest glass and stamped with the House of Herrera's initials.

HERRERA CONFIDENTIAL AND THE FASHION WORLD

How is Herrera Confidential related to the fashion world?

The relationship between Herrera Confidential and the world of fashion is based on its simple and timeless style, on the search for perfection, luxury and elegance.

Carolina Herrera de Baez gives the fragrances a personality that makes them unique. Her mother's know-how in the fashion world is clearly reflected in this collection. Her mother's workshop and unique, customized collections have had a definite impact on Carolina Herrera's work, and this featured strongly in the creation of a collection that can itself be personalized using essential oils.

Carolina Herrera believes that color is very important to her creations in the world of fashion, and therefore it has a starring role in Herrera Confidential. The bottles colors and meticulous intricacies lend them an air of elegance and luxury. The inspiration for each fragrance is also a source of inspiration for a dress, equally unique.

A PERSONALIZED PERFUME

How is a personalized perfume created?

The art of perfuming in layers is common in the Arab world, where it forms an integral part of the culture. This process is unique, as it consists of applying various scents to the skin in order to create a unique and personal fragrance. Each person can thus be true to themselves, creating the perfume that best fits their style and personality.

Why has Carolina wanted to customize?

Using the four essential oils, which can be mixed with the six fragrances, Carolina Herrera de Baez creates this customizable set, which can be used to express tastes and preferences, and by doing so create an identity.

She states that the most amazing thing about perfumes is that the same fragrance may smell completely differently when it comes into contact with the skin of one person or another. This aspect is even more inspiring in a collection like Herrera Confidential, because each individual can try it and find out which one is their favorite fragrance – which one suits them and defines them best.

MRS. HERRERA AND CAROLINA HERRERA DE BAEZ

What is Mrs. Herrera's role in the collection?

Herrera Confidential is a tribute to Mrs. Herrera. She is the figure that has inspired the collection, and on whom the six fragrances and four oils have been based. Carolina Herrera de Baez wanted this collection to embody her mother's energetic and vivacious nature. This project is a testament to her curiosity about the world, her desire to experiment and to learn, and her quest for perfection.

What is Carolina Herrera de Baez's role in the creation of this collection?

Carolina Herrera de Baez has worked directly and very closely with the entire creative team throughout the whole process of creating the collection. Indeed, she is the inspiration, the spark, the idea behind the project.

Carolina Herrera de Baez has been involved in and contributed new ideas to the entire creative process: the concept development, the packaging and the campaign.

Her dedication and passion for this project meant that the team never lost sight of Carolina's main inspiration, and that the result was true to what she had wanted since the

beginning.

THE ARTISTIC INSPIRATION FOR HERRERA CONFIDENTIAL

What is David Downton's relationship with this collection?

Throughout history, many creators and fashion designers have used other eras, cultures and even great artists as a source of inspiration. In this case, this collection, Herrera Confidential, was the source of inspiration for renowned fashion illustrator David Downton, who has created an exclusive series of illustrations for the fragrances in the collection.

What was it like working with David Downton?

Collaborating with the artist has been very interesting and very enriching for the project, since he helped show how art and fashion influence the world of fragrances. Carolina Herrera de Baez has also immensely enjoyed the creative process and feels proud of and very happy with the result.

PERFUMERS

Which perfumers helped to create this collection?

To attain a level of maximum excellence in this collection, Carolina Herrera de Baez sought help from professional perfumers when creating and experimenting with each of the fragrances.

Carolina Herrera de Baez worked with different perfumers to create each fragrance:

During the creation of Burning Rose, she collaborated with Olivier Pescheux, and she worked with Rodrigo Flores on both Neroli Boheme and Herrera Tuberose. When creating the fragrance Amber Desire, she worked with Anne Flippo, and for Nightfall Patchouli, with Christophe Raynaud. Three perfumers were present during the creation of Oud Couture: Nathalie Feisthauer, Pierre Guerros and Evelyne Boulanger.

This union has led to the most luxurious collection launched by House of Herrera to date.