

CAROLINA HERRERA

MARKETING PROPOSAL

IT'S SO GOOD TO BE BAD

FLEUR SMAILES

# CAROLINA HERRERA

THIS IS MY MARKETING PROPOSAL FOR CAROLINA  
HERRERA FRAGRANCE. A MIX OF CREATIVE IDEAS THAT  
SHOW HOW I'D BRING FRESH IDEAS TO THE MIX. I HOPE  
YOU ENJOY IT!

IT'S SO GOOD TO BE BAD

Fleur Smailes

# CAROLINA HERRERA

Attitude never ages // You've been good for too long // Bold never looked better



Lyn Slater



Renia Jaz



Grece Ghanem



Linda Fargo



Helena Bonham Carter

Introducing the new faces of Carolina Herrera fragrance

IT'S SO GOOD TO BE BAD

Fleur Smailes

# CAROLINA HERRERA

Be bad again in your old age!

Carolina Herrera's "Be Bad Again in Your Old Age" campaign celebrates elegant rebellion, inviting mature consumers to reclaim their boldness and confidence. It reframes aging as a time to break the rules and an unapologetic attitude - perfectly aligning with the brand's legacy of refined, fearless glamour. The new faces of Carolina Herrera, older women going against the stereotypes of old age.

IT'S SO GOOD TO BE BAD

Fleur Smailes

# CAROLINA HERRERA

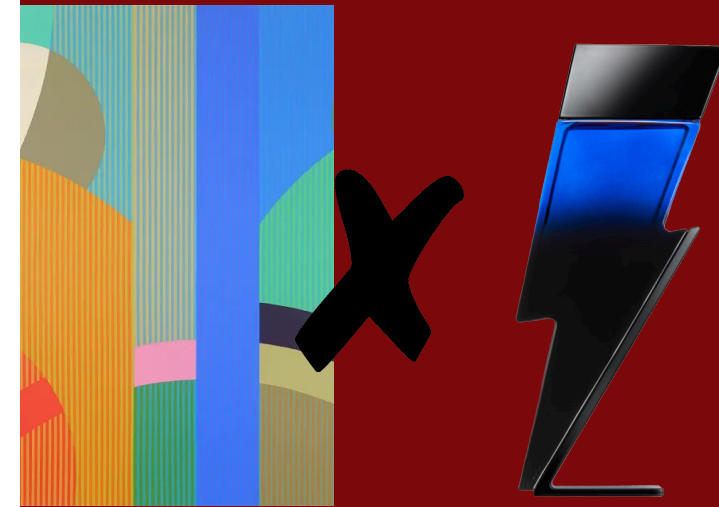
Where Fragrance Becomes Art // Empowering the Next Generation One Bold Bottle at a Time



La bomba X Alessandro Florio  
Movement of the soul



CH WILD X Charlotte Rose  
Pop culture



Bad boy X Sam Smyth  
Exploring the boundaries of  
colour and space



Goodgirl X Deborah Segun  
redefining art through a  
feminine gaze



Cedar chic X Sagarika Sundaram  
Bringing art alive

IT'S SO GOOD TO BE BAD

Fleur Smailes

# CAROLINA HERRERA

## Make It Art!

“Make It Art” is a bold Carolina Herrera campaign that pairs each fragrance with a rising artist, allowing them to design a limited-edition bottle inspired by their own creative style.

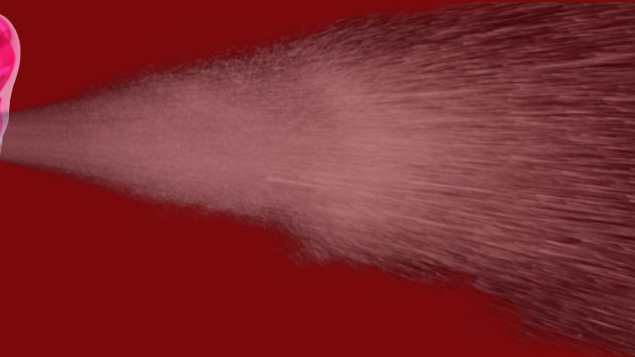
Carolina Herrera celebrates the next generation of talent, championing bold expression and the power of emerging voices.

IT'S SO GOOD TO BE BAD

Fleur Smailes

# CAROLINA HERRERA

Your Power Has a Scent // Your Power Starts with a Spritz // One spritz from success



IT'S SO GOOD TO BE BAD

Fleur Smailes

# CAROLINA HERRERA

*A Spritz Away From Who You're Meant to Be!*

*“Power in a Spritz” is a bold Carolina Herrera campaign that shows how a single spray can transform you. With every spritz, you step into the bold, polished, unstoppable version of yourself, whether you’re channeling the focus of an athlete, the precision of a doctor, or the confidence of a rising professional. One spritz, and you hold the power.*

IT'S SO GOOD TO BE BAD

Fleur Smailes