

212

CAROLINA HERRERA

212 VIP EXTRA LIMITED EDITION

AN EXCEPTIONAL VIDEO CELEBRATES CAROLINA HERRERA 212 VIP EXTRA LAUNCH. THE MODELS AND *INFLUENCERS* CAMERON DALLAS, HAILEY BALDWIN AND TAYLOR HILL STAR IN A BREATHTAKING CAMPAIGN WHOSE ENERGETIC SCORE HAS BEEN COMPOSED BY THE HIGHLY ACCLAIMED MARTINEZ BROTHERS

Carolina Herrera celebrates the release of **212 VIP EXTRA LIMITED EDITION** with a new video campaign that revolves around an exclusive *voguing* party: all expectations are fulfilled in a magical soirée full of artistic dance moves and soulful electronic beats. The characters' strength and excitement is enhanced when they get together as a gang (Gang 212) and when they apply 212 VIP EXTRA.

Carolina Herrera 212 VIP EXTRA campaign expresses the same values—uniqueness, pride and vitality— as the perfumes it represents: the limited edition **Rosé Extra Eau de Parfum** (for her) and **212 VIP Black Extra Eau de Parfum** (for him)—, two aromas to feel extra. The duo of Mexican artists **Santiago and Mauricio** has directed a video that sublimates, shocks and grants us special access to every exclusive atmosphere.

The message it delivers is built around the motto of the new perfumes, *Why be basic when you can be extra?*. The campaign invites us to follow the models and influencers **Cameron Dallas, Hailey Baldwin and Taylor Hill**, faces of 212 VIP (ambassadors of the scent since 2017), and heroes for the new digital era with millions of fans around the world. The video offers exclusive immersion in a surprising and exciting soirée.

Using videoclip-style storytelling and breathtaking aesthetics, the film opens up with the Gang 212, led by the 212 VIP faces, heading to a voguing ball. Union makes strength: when Cameron, Hailey and Taylor get together, fun is guaranteed. The party exceeds all expectations: the Dj's are the house-music prodigies the Martinez Brothers; the dancers, a crew of professional voguers.

When the new **Carolina Herrera 212 VIP EXTRA** scents are unbolted, the party explodes: Cameron shows off his ability as a gifted dj as he performs with the Martinez Brothers and the voguing competition starts. The jury, led by Hailey Baldwin and Taylor Hill, witnesses and grades the participants creative choreographies: the empowering poses are personal statements that express personality and project confidence.

PRESS RELEASE

Voguing –a daring cultural movement which golden age (New York in the 80's) coincided in space and time with Carolina Herrera–, celebrates uniqueness, liberty and individuality, as has always done Carolina Herrera.

The atmosphere is extremely glamorous: all the attendees are dressed in Carolina Herrera. The colorful garments, the sequined pieces, the colorful patterns –Cameron Dallas' bright grey jacket is reminiscent of **212 VIP Black Extra Eau de Parfum's** flacon) and the comfortable fabrics enhance and facilitate the fluid moves of the dancers. They also attract everyone's eye.

As the modernity of this clothes demonstrate, the aesthetics of Carolina Herrera's first collection (1981) are still in vogue. The Venezuelan designer has always been an exceptional pioneer; her work, always ahead of her time, has shaped the industry's future and continues to set the bar today. In her universe and in that of the VIP EXTRA, sophistication is compatible with casualness and can be extra. It is time to party!

About Carolina Herrera

[Carolina Herrera](#) is an international fashion and fragrance house recognized for timeless elegance and refined irreverence. Founded in 1981 by Carolina Herrera, the eponymous label collections consist of ready-to-wear clothes and accessories for women, men, and children, as well as bridal and fragrances. In 1988 the fragrance adventure began with the launch of Carolina Herrera's first eau de parfum. In 1997 her daughter Carolina Herrera de Baez joined as Creative Director of the House of Herrera Fragrances and the division expanded to include over 20 fragrances, sold in more than 100 countries worldwide.

The Carolina Herrera fashion and fragrance house is defined by three brands, each with their own distinct persona. Carolina Herrera New York represents the always impeccable and sophisticated Upper East Side woman. CH Carolina Herrera portrays an uptown lifestyle of effortless luxury, relating closely to the "alegría de vivir" of the brand. Finally, 212 Carolina Herrera relates to the more casual and chic lifestyle, similar to the young socialites who live uptown and party downtown. Both the fashion and fragrance collections reflect the effortless sophistication inherent in the iconic style of its founder, Carolina Herrera.

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