

FASM220

**CAROLINA
HERRERA**

By Sabrina Barreras



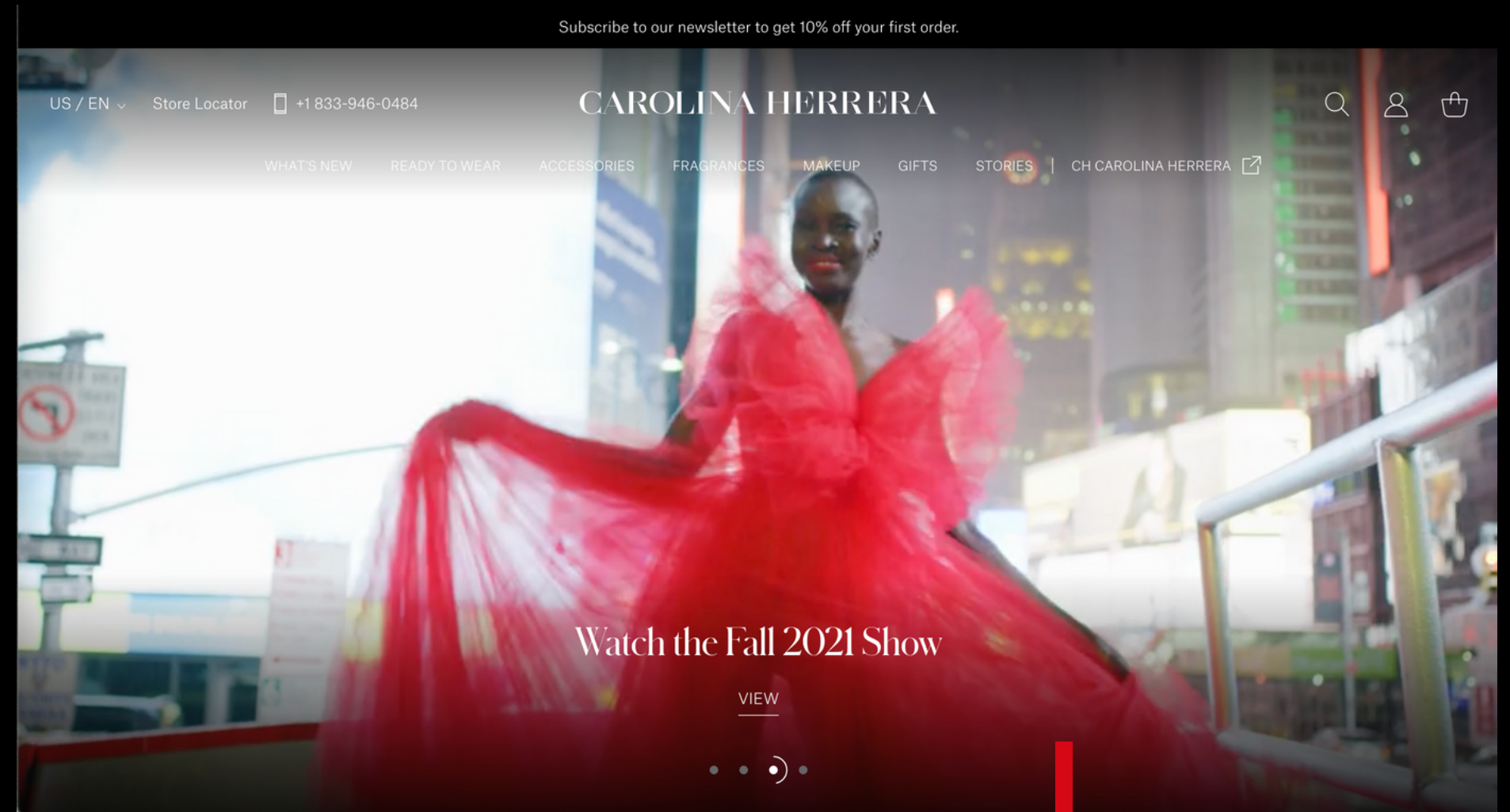
Carolina Herrera

Founded in 1981

Carolina Herrera is a Venezuelan fashion designer who quickly became the favorite designer of former first lady Jackie Kennedy. and since then has dressed most first ladies.

C A R O L I N A H E R R E R A

- Sleek, minimalistic
- Only colors are in the imagery
- Well organized
- The current collection video is the first thing you see.



The Website



“CAROLINA HERRERA
REPRESENTS ELEGANCE.

IT IS CONFIDENCE, ROMANCE,
MODERN REFINEMENT -

BUT ALWAYS
ELEGANCE FIRST.”

Carolina Herrera

PRODUCT ASSORTMENT

The Post-Pandemic Preview

Denim Button-Down Dress

\$1,290.00



Off-Shoulder Midi Dress

\$2,690.00



Good Girl Eau de Parfum

\$98.00



Floral Wide Leg Pant

\$2,690.00



CAROLINA HERRERA

BEST SELLING PREDICTIONS

The Post-Pandemic Preview

100%

Denim Button-Down Dress **1**

\$1,290.00



41%

Off-Shoulder Midi Dress **3**

\$2,690.00



13%

Good Girl Eau de Parfum **2**

\$98.00



33%

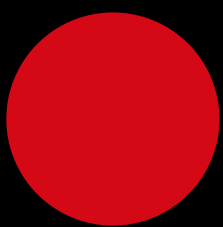
Floral Wide Leg Pant **4**

\$2,690.00



13%

C A R O L I N A H E R R E R A



Justification

THE POST-PANDEMIC PREVIEW

- The highest percentage went to the Denim Button-Down Dress because it is a safe bet for the consumer to buy. It's a lovely summer dress so whether it's safe enough to travel this summer or we're back to socially distanced picnics, the customer can feel confident that they'll have somewhere to wear this piece.
- Next is the iconic Good Girl Perfume. This line of perfume is housed in such a unique heel-shaped bottle, it's quite a luxurious item. Perfumes typically have a shelf life of 3-10 years. So even if we're masked up till next year this item is essentially ensured for good use.
- The Floral Wide Leg Pant and the Off-Shoulder Midi Dress are in a tie for the lowest sales. Because it is still unclear what the state of the pandemic will be this summer, consumers might opt out of taking the risk on the two most expensive items. But these two items would be perfect for the weddings and parties people will start to throw in an attempt to make up for the lost time.

DISCUSSION QUESTIONS



Do you think my predictions were reasonable?



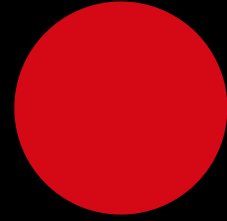
What is your prediction based on vaccine rollout and summer trends?



What product is your favorite?



What garment would you wear to a summer wedding?



Citations

<https://www.carolinaherrera.com/us/en/>

<https://www.businessoffashion.com/community/people/carolina-herrera-2>

<https://www.vogue.com/fashion-shows/fall-2021-ready-to-wear/carolina-herrera>
