

Key Dates

- 1980: First Fashion Collection
- 1987: First Bridal Collection
- 1988: Launch of the Carolina Herrera Perfume
- 1991: Carolina Herrera for Men Perfume
- 1994: Flore Perfume
- 1996: Aquaflore Perfume
- 1997: Launch of the first collection of accessories and leather goods: handbags, foulards, leather articles, and neckties
Launch of Perfume 212 Carolina Herrera
- 1999: Launch of Perfume 212 Men
- 2000: Opening of the First "Carolina Herrera, New York" Boutique on Madison Avenue
- 2002: Opening of the first CH lifestyle label stores in Spain and Portugal
Launch of new feminine fragrance "Chic"
- 2003: Worldwide launch of new classic feminine fragrance
Opening of the first CH lifestyle label stores in Miami
- 2004: Worldwide launch of new masculine fragrance "Chic for Men"
CH lifestyle label store open in Manhasset, New York
CH lifestyle label store open in Las Vegas, Nevada
Opening of first CH lifestyle label store in Mexico
CH lifestyle label store open in Houston, Texas
- 2005: Opening of the third floor bridal salon in the Madison Ave Boutique
- 2006: Opening "Carolina Herrera, New York" Boutique in Los Angeles, California
- 2007: Named Goodwill Ambassador for Intergovernmental Institution for the use of Micro-algae Spirulina Against Malnutrition
- 2008: Opening of "Carolina Herrera New York" Boutique in Dallas, Texas
- 2009: Opening of "Carolina Herrera New York" Boutique in Bal Harbor, Florida