



CH MEN

TRAVEL
DIARIES

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CH
CAROLINA HERRERA

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CH MEN
Travel Diaries

INTRODUCTION
CAROLINA HERRERA

ABOUT
THE CH MEN PROJECT

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Carolina Herrera

When I start a new project I try to find a theme; something that defines the new creation from start to finish. For CH MEN the first thing I did was to think about the meaning of the word travel. The dictionary tells us that travelling is, “moving from one place to another, generally a long distance, using a means of locomotion.” But I think travelling is much more than covering distances. It is about starting a journey, leaving behind the life you are used to living and suddenly being able to look at it from afar. And this interpretation of travelling; looking at things from a different angle, is what I want to imprint upon this perfume for men.

It is a journey that had already been started. It is the continuation of an idea that began with the creation of the CH fragrance for women. But this time I wanted to get to know her perfect companion, the CH man.

I want this book to convey how exciting it has been for me to work on creating the first fragrance for men in the CH Carolina Herrera universe, which is so special to me. But I also want to show the work my team and I have undertaken for over two years that has enabled us to get to know more about the CH man and his fragrance.

CH Men: Travel Diaries, as we have called this journal, represents the search for new horizons, the desire to go further in order to live new experiences and offer different perspectives of the world, but especially of the CH MEN fragrance.

THE CH MAN

When I think about the CH man I see him as stylish, masculine and sophisticated. But it is a natural and spontaneous style, which is not necessarily linked to physical appearance. A life explorer, a nature lover, someone with a passion for wandering around the back streets of large cities in search of old bookshops and tiny cafés. He is optimistic, fun and slightly

eccentric, with an aura of mystery and sometimes even a hint of absentmindedness that makes him terribly charming. An idealist: passionate, authentic and vital. A man who, behind an impeccable professional image, tucks away unexpected and seductive surprises.

We might wonder whether a man with all these qualities really exists. I must be honest and admit that initially I was sceptical but it was curiosity that drove me to take on the project.

A SOURCE OF INSPIRATION

I've always believed that one of the most gratifying experiences about travelling is meeting new and interesting people. In this project the idea was to involve people who would help me find out more about the CH man from their own perspective. They represent the male values in which I believe and that inspired the CH Carolina Herrera brand. The admiration I feel for how these eight men who have contributed to this project have steered their lives and professional careers was what led me to invite them to participate.

None of them let me down. They all generously agreed to take part in this new adventure and their contributions were extremely rewarding. I hope you agree. They led me to discover different perspectives and showed me the 21st century man: a man who has learnt to evolve and adapt to the times without losing his essence.

Íñigo de Arteaga, Telmo Rodríguez, Tommy Heinrich, Palo Samko, Tugan Sokhiev, Bernard Khoury, Conrad Humphreys and Jérôme Faillant-Dumas are the real protagonists of this book. They are all successful in their work, despite the fact that their names may well be unknown to most people.

EIGHT VISIONS OF A FRAGRANCE

Why them and not others? Because they were all able to interpret a different twist to the fragrance; a hidden part of it that defines it better.

Wanting to know more about male style led me to talk to Íñigo de Arteaga. I value his opinion. Coming from a family dating back over ten centuries, Íñigo has demonstrated that elegance is not just a matter of good taste: it is also a blend of intelligence and sensitivity.

Telmo Rodríguez brought me closer to the earth and the roots of aromas. I admire his passion, his strength, his determination to recover vineyards that had fallen into disuse. Telmo inspired me to discover a different way to interpret the CH MEN notes.

As a photographer for National Geographic and an expert explorer, Tommy Heinrich has conquered places inaccessible to others. Tommy helped me understand how aromas can give shape to our memories by forming the olfactory map of our lives.

Palo Samko showed me that there is still room for craftsmanship. The smells of the wood he works remind me of the CH Carolina Herrera boutiques and the base notes in CH MEN.

Bernard Khoury's scrupulous work as an architect enabled me to explore more rational aspects related to volumes and proportions. His architecture is a perfect combination of design, structure and functionality: a harmony I seek in my bottles.

Despite his youth, Tugan Sokhiev is a rising star in music. Who better to define CH Men and show me that the five senses are, in fact, just one?



Through Conrad Humphreys I wanted to reveal the fighting spirit of the CH MEN. His passion for the sea and sport has led him to go round the world alone several times and to head a marine preservation project. Through him I learnt that we are limited only by ourselves.

Lastly, Jérôme Faillant-Dumas. He is the creative soul of the advertising campaigns for CH Carolina Herrera in fashion and fragrances. His energy and ingenuity have always amazed me. He took me inside the world of advertising and showed me how advertisements are contributing to the creation of a new concept of men.

One of the most exciting things about travelling is meeting fellow travellers with whom you can share the journey, while discovering that the destination can be different from what you had imagined. I couldn't have imagined having better travelling companions than these eight men. I am extremely grateful to all of them for having accepted my invitation to accompany me on this journey.

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CONRAD HUMPHREYS

ABOUT
A SPIRIT
OF EXCELLING

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Conrad Humphreys

BORN TO SAIL

One of the qualities I most admire in a man is his ability to excel: his fighting spirit. I think this is one of the fundamental features of the CH man. Imagining how to represent this quality in this book, I realised there were so few epic fights as that of a man alone at sea facing the elements... And that is how I decided to invite the sailor Conrad Humphreys to form part of this project. Conrad tests his physical and mental force to the limit every time he takes on a new competition. I marvel at his ability to recount his extraordinary experiences as if they were mundane. He is a balanced man who taught me that we can go as far as we want, as our only limits are inside us.

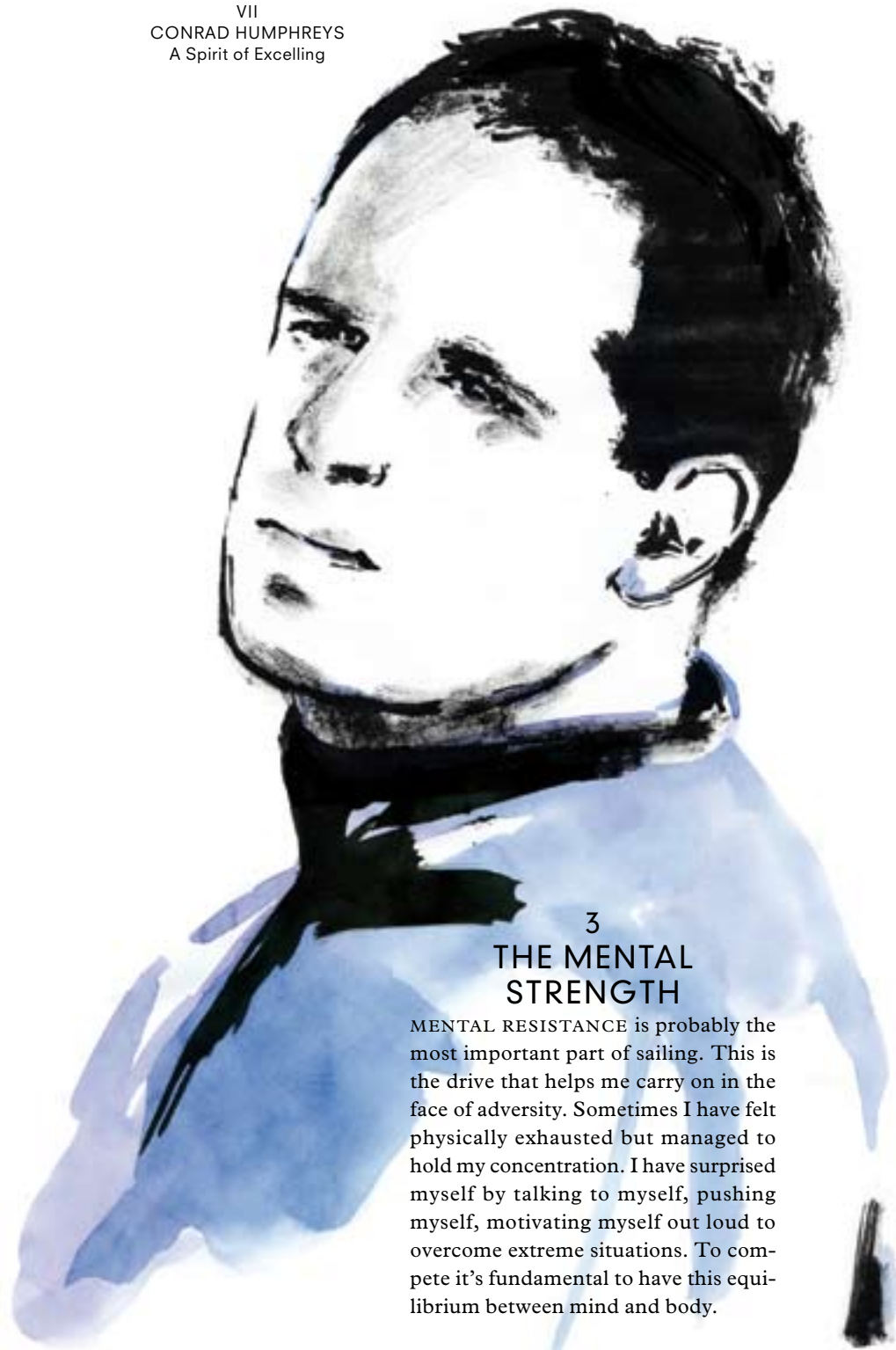
Carolina Herrera

1
THE ADVENTURE

EVER SINCE I was very young I've been drawn to adventure. I always wanted to prove that everything is possible. As soon as I achieve something I'm already thinking about the next challenge. I like to test myself and my boat. Seeing how far we can go together. It's like being master of my own destiny.

2
THE BOAT

YOU HAVE TO KNOW your boat as if she were your best friend. You have to know how to listen to her when she's happy, and especially when she isn't: when she's tired and needs your help to feel good again. You have to know how to solve any kind of problem and this may require a lengthy apprenticeship. In my case it's been twenty years and I don't think I'll ever stop learning new things.



3
THE MENTAL
STRENGTH

MENTAL RESISTANCE is probably the most important part of sailing. This is the drive that helps me carry on in the face of adversity. Sometimes I have felt physically exhausted but managed to hold my concentration. I have surprised myself by talking to myself, pushing myself, motivating myself out loud to overcome extreme situations. To compete it's fundamental to have this equilibrium between mind and body.



4
THE PHYSICAL
PREPARATION

I SPEND A LOT OF TIME training my body in the water: swimming and other water sports. I devote around five and six hours a day to training. I work on the physical strength I'll need for each new challenge and I practise how to concentrate my energy. I don't like gyms: I much prefer exercising in the open air. I think it helps to balance my mind and body.



5
THE FIGHT AGAINST
THE ELEMENTS

IT'S NOT EASY to relax when you're trying to win a competition. Even when everything is calm you can still feel the tension because you can't stop wondering what the next storm will be like and how it may affect your pace. The elements put you to the test to the point of risking your life. I have experienced extreme situations several times but it is then that you react the most quickly. A survival instinct prevails.

6
THE BEAUTY
OF THE SEA

I'VE ALWAYS BEEN FASCINATED by the beauty of the sea. When you spend a lot of time living with it you learn to be able to identify its smells: the smell of the coastline, a storm or calm, the wake of marine animals, the smell of salt and pure air. It's not easy to describe so many wonderful sensations. Without the oceans, there would be no life on earth. This is why we should have a better understanding of them and protect them more.



7
THE RETURN

104 DAYS is the longest time I've spent alone at sea. The only contact I had with civilization was through the radio equipment on the boat. This experience made me realise how important it is to maintain communication. On my return, thousands of people were waiting for me at the port. But the best moment was seeing my wife again.



VII

CONRAD HUMPHREYS

Exeter, 13 February 1973

Sailor and skipper

FROM A VERY EARLY AGE is strongly attracted to the sea, to the point where at just nine years old he could already sail. Later on he studies oceanography and becomes a professional sailor at 17. Since then he has achieved several noteworthy triumphs: Triple Round the World Sailor, including 7th place in the Vendée Globe race 2005 and was the youngest winner of the BT Global Challenge in 2001. He lives in Plymouth (England).



THE END OF A JOURNEY

Working on this project gave me a deeper insight into the qualities of the CH Man, which have been interpreted in different ways through the personalities of these eight wonderful travel companions. I am glad to see that their essence goes beyond their different origins, professions and ages. What all these men share is that they are true and passionate; dreamers who work hard to turn their dreams into realities and appreciate the good things in life, without losing their sense of humour. The kind of man I admire and respect. Real CH Men.

Carolina Herrera

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