

Puig Showcases Carolina Herrera SS26 in Madrid with Fragrance-Fashion Fusion

Published on 20 Sep 2025 | By IFI Correspondent



Puig Showcases Carolina Herrera SS26 in Madrid with Fragrance-Fashion Fusion

Madrid, September 2025 – Spanish multinational **Puig** made history by staging the **Carolina Herrera Spring/Summer 2026 collection** in Madrid, bypassing New York Fashion Week for the first time in the house's 44-year history. The presentation, staged at **Plaza Mayor** and broadcast on large city screens, underscored Puig's unique model of treating **fashion and beauty as two inseparable pillars**.

Ahead of the 8 p.m. runway, a **pop-up installation for Herrera's new fragrance "La Bomba"** transformed Plaza del Callao into a perfume hub, tying together Puig's core businesses: perfumery and fashion. The scent, named after Carolina Herrera's own moniker from Diana Vreeland, was launched as part of the show celebrations, enveloping the audience in its floral notes.

Creative director **Wes Gordon** described the SS26 collection as *"a love letter to Madrid"*, weaving together the grandeur of **17th-century Golden Age Madrid** with the rebellious spirit of the **1980s Movida Madrileña**. Collaborations with **Spanish labels Palomo and Sybilla** added further local authenticity.

? The Collection: Lace, Ruffles & Violets

True to Herrera's DNA of **romantic femininity**, Gordon's SS26 line embraced:

- **Lace detailing** and layered **ruffles** recalling Spanish tradition.
- **Bold violets and rich color palettes**, mirroring the energy of Madrid.
- Fluid silhouettes blending historic references with modern elegance.

"There's something about the rhythm of this city, its appetite for life, that inspires me and fills me with energy—and that is deeply aligned with the Herrera woman," Gordon shared.

With Puig recently listed on the stock exchange (May 2024), the event also spotlighted the company's **leadership in fashion and fragrance**, reinforcing Carolina Herrera as one of its most valuable assets.

For more global fashion updates & exclusive industry coverage, follow indiafashionicon.com

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/VISHAL KHAIRNAR, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.