

# BEAUTY FASHION<sup>®</sup>

VOLUME 97 ISSUE 3  
MAY / JUNE 2014  
beautyfashion.com

## *Miss Dior*

BLOOMING BOUQUET



# The Making of an Icon: Donna Karan Cashmere Mist



Paul Austin

The origin of Donna Karan Cashmere Mist is more than just the story of a fragrance – it is a story of love and connection. Introduced in 1994 as the scent behind Donna Karan's Bath & Body collection, the scent has transcended time to become an iconic fragrance, evoking the softness and luxury of cashmere for twenty years.

This summer, we celebrate the fragrance's longevity and the consumer passion that inspired it with *The Making of an Icon*, a short documentary film that tells the story in Donna Karan's own words of the origin of Cashmere Mist.

Premiering at [cashmeremist.donnakaran.com](http://cashmeremist.donnakaran.com) on July 15th, this short film directed by Source Stories creator Paul Austin, celebrates *The Idea*, *The Scent*, and *The Feeling* of the best-selling scent. Included in the film are *Allure's* Linda Wells, Perfumer Nick Calderone of IFF, and Trey Laird, who worked with Donna Karen on the campaign.

Another opportunity to celebrate the fragrance comes with the introduction of the Cashmere Mist Deluxe Bottles, for the woman who can never have enough. These extra large, limited edition items are luxurious and indulgent. The 6.7oz Cashmere Mist Eau de Parfum and the 11.8oz Body Lotion are now available in department stores nationwide.

The film was made by Austin Advisory Group, an award-winning brand storytelling company based in New York. World renowned fragrance expert Paul Austin established the Austin Advisory Group in 2009 to help brands bring their authentic creation stories to life. Through the lenses of SourceStories®, Paul and his team reveal the characters, craft and origins behind some of the world's most iconic brands, including Donna Karan Cashmere Mist, ABC Carpet & Home, The Gem Palace, Robertet, Rolls Royce Motor Cars and others. These narratives come to life in a variety of media and are expressed online, in-store and through one of a kind sensory events.

