

INTERNET

Hermès goes beyond product placement with personified watches

August 14, 2014



Video still of Hermès' "Silver Hours"

By SARAH JONES

French leather goods brand Hermès is spreading awareness for its Nantucket watch with a social video that shows time elapsing through dancers.

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Hermès' "Silver Hours" film shows a pair of women dancing in front of a square mirror sitting upright on a beach. Even without directly showing the timepieces until the end, Hermès was able to raise awareness for the watches through the models' movement.

"There are a lot of whimsical nuances here, many metaphors for transcending time and space as well as personifying the hands and movements of timepieces, generally," said Paul Farkas, co-founder/CEO of [Accessory 2](#), New York.

"It's a very casual take, naturally encouraging a luxury timepiece can be accessorized daily, even within a mixed stack with a sportsband on the beach," he said.

Mr. Farkas is not affiliated with Hermès but agreed to comment as an industry expert.

Hermès was unable to comment before press deadline.

Like clockwork

Hermès introduced the video on social media with the explanation that the setting was 11:57 on Cape Cod.

 **Hermès**
August 11

11:57 on the Cape Cod peninsula.
In black and white.
And Silver*.



Facebook post from Hermès

The video begins by showing the square of mirror from a distance, with the light bouncing off of it. The two models walk square-backed towards each other and the mirror.



Video still from Hermès' "Silver Hours"

Halfway there, they turn around so their backs are to each other, and then continue stepping backwards, speeding up as they pass each other to stand face to face in front of the mirror.

The pair perform a series of lifts and trusts falls, and then proceed to dance next to each other in sync. The choreography has them keep their limbs straight to mimic the movement of watch dials.



Video still from Hermès' "Silver Hours"

After their routine, they run away from each other across the sand, while text that appears on the mirror tells consumers that it was the Cape Cod Tonneau Nantucket collection in Silver* that was featured.

At the end of the video, the models are seen sitting on the sand, as the camera gets a close-up of the watch for the first time.

Embedded Video: [//www.youtube.com/embed/TS5CMZwV_Ds](https://www.youtube.com/embed/TS5CMZwV_Ds)

Silver Hours

The Nantucket watch has a case made out of Silver*, an Hermès-specific alloy that is supposed to retain its luster over the years. While it is available for purchase online, Hermès did not link to the product page, leaving out a direct connection between content and commerce.



Hermès Nantucket product page

Movement

Hermès has previously highlighted the craftsmanship of its watches through social content.

For instance, the brand displayed the connection between its leather goods and

timepieces through a chronological social video that showed the brand's early pocket and wristwatches.

Hermès' "The Mechanics of Hermès Time" was meant to show the brand's craftsmanship and innovation in the weeks leading to the watch industry's largest event, Baselworld in Basel, Switzerland, Mar. 27 – April 3. The leather good maker consistently looks for new ways to explore aspects of its dedication to craftsmanship ([see story](#)).

Dance is a popular method for brands to show off the movement of garments, which Hermès has translated into personifying its watches.

The LVMH-owned and editorially independent Web site Nowness has unveiled a new shoppable video feature to blend content and commerce.

Nowness unveiled this new experience through a dance film that shows a range of fashion including Louis Vuitton, Kenzo and Bottega Veneta. The Web site will allow all of the brands it partners with on video stories to add the shoppable element, giving luxury brands the opportunity to have consumers discover their merchandise while viewing ([see story](#)).

Using movement to show off pieces keeps consumer attention as a video plays.

"As with the runway, dance shows-off the flow of the piece," Mr. Farkas said. "Accessories face inherent obstacles with movement, and tight shots are needed.

"Outside shoots have unbounded potential, here the mirror refocuses and endless beach to specific destination and the glare of the sun sheds an innate spotlight," he said. "In just a few moments the younger, aspirational audience is grounded from fun celebration to pondering purchase intent.

"Spots that focus on the product on the latter side of of narrative come off confident and the risk of diluting message. Execution and presence are key, brands must nail key placement and native context while looking to focused and/or multi-channel engagement."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/n6ZJAsmLc4Y](https://www.youtube.com/embed/n6ZJAsmLc4Y)

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