

INTERNET

Hermès creates digital home for silk collections

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Hermès silk microsite

By NANCY BUCKLEY

French leather goods maker Hermès is maintaining its dedication to whimsy with a digital microsite "housing" silk products.

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Luxury Daily

The site explores Hermès equestrian roots and displays a different silk item, primarily scarves, throughout the hand drawn house. The digital house's many floors and vibrant arrangements will likely keep fans entertained as they learn about the range of silk products.

"The separate section of Hermès.com helps free the merchandising from the constraints of the ecommerce template," said Lauren Owen, account director at [Blue Moon Works](#), Denver, CO.

"It allows for a fun layout that integrates branding videos and promotions for their in and engaging format for shoppers," she said.

"There are many consumers who look at Hermes scarves as collectibles, who may never purchase shoes, fragrance or ready to wear. This new sub section should really appeal to the scarf enthusiast who wants to easily see all the styles and news around the silk items."

Ms. Owen is not affiliated with Hermès, but agreed to comment as an industry expert.

Hermès was unable to comment by press deadline.

Silky site

On the microsite, consumers are welcomed through the sketched doors into the La Maison des Carrés, roughly translated as House Squares, referring to the silk scarves within the virtual house.

Hermès has released a social video alongside the microsite that creates a three dimensional version of the house.

Embedded Video: [//www.youtube.com/embed/UZ01zIRby8I?list=UUmFOnqrNg-YHLXfdB3GexBg](https://www.youtube.com/embed/UZ01zIRby8I?list=UUmFOnqrNg-YHLXfdB3GexBg)

La Maison des Carrés

The microsite begins with the house's entrance and as one scrolls downward they are slowly introduced to the Hermès' silk collections.

Room by room a new scarf is seen mixed in with different sized rooms featuring videos, demonstrations and themes of the scarves.



Welcome to the site

One video present on the site was released earlier this summer when the brand brought the Wild West to Paris with Bandanas de Soie, the brand's silken bandana line.

The collection was introduced through a video that literally brings the horseback riding of the Wild West to the streets of contemporary Paris. Hermès' video was shared on the brand's social media profiles and Web site and created a narrative for the Parisian maison that will likely gain attention from consumers ([see story](#)).

When a scarf is clicked on, the consumer is brought to a page dedicated to that particular scarf. Here the consumer sees the color options and can potentially purchase the item.



Silk scarves microsite

Hermès' equestrian ties are seen throughout with horses popping in windows and the horsed themed scarves.

Through the drop down menu from the top left corner of the site, consumers can narrow their experience by choosing a theme, a color, men's silk, size and more.

Around the house people are drawn in to make the two dimensional house feel more welcoming.

Narrowed focus

Microsites can offer brands a way to narrow focus on a specific product and clarify any confusion by consumers toward a collection.

For instance, Italian jeweler Bulgari rejuvenated consumer interest in its updated Omnia Crystalline fragrance through a dedicated microsite that hosts the advertising campaign and scent notes.

Bulgari's microsite focused only on the latest of the Omnia fragrances, rather than the entire collection. By focusing on a specific product, consumers are able to have an in-depth experience with one facet of the collection rather than struggle to grasp information for multiple products ([see story](#)).

Also, French handbag label Longchamp reinvented its classic Le Pilage to offer consumers a more structured version of the bag in the Le Pilage Heritage collection.

To direct attention to this campaign, Longchamp has created a microsite for the Le Pilage's new options. The microsite and social media campaigns let consumers interact with the bag and gain more knowledge about how the product has changed and what the collection will now offer ([see story](#)).

Microsites ease consumers' interactions with the product and the brand.

"A microsite allows a category authenticity," said Chris Ramey, president of [Affluent Insights](#), Miami, FL.

"Silk is a pillar and category unto itself," he said. "Digital is integral to every luxury brand. It's part of luxury today. In luxury, marketing comes first – before product. Quality and craftsmanship are second because they're understood to be part of the brand DNA."

"The microsite will be easier to find and add gravitas to the category."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

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