

INTERNET

## Hermès invites consumers to a digital dinner party

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*Video still from Hermès' Le Banquet*

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By SARAH JONES

French leather goods maker Hermès is aiming to inspire tableware purchases before Thanksgiving with a dramatized dinner party featuring its Mosaïque au 24 collection.

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**Luxury Daily**

"Le Banquet" is an interactive video showing eight people setting a table and sitting down to a multi-course meal. Showing off its dishes and table accessories in a realistic situation may help to create aspiration among consumers planning to entertain for the holiday season.

"Hermès is not just a luxury brand, it's a luxurious lifestyle," said Christine Kirk, CEO of [Social Muse Communications](#), Sherman Oaks, CA. "A dinner party that features Hermès tableware is a dinner party that everyone would want an invitation to.

"With Thanksgiving around the corner, this video for Hermès new tableware inspires people to honor the holiday with elegance," she said. "There is a time and place for paper plates and every day ceramic or porcelain – but the Thanksgiving dinner table is for none of these things.

"The holidays are a time to be festive and elegant and Hermès is the epitome of both

those things."

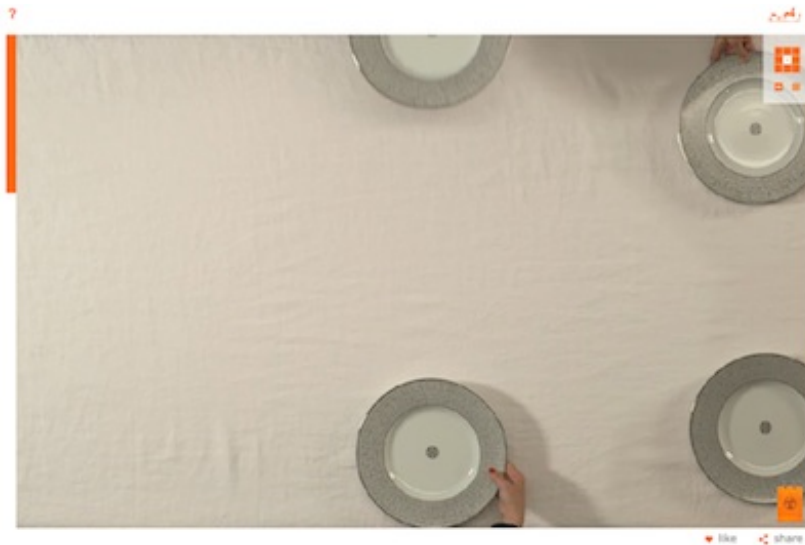
Ms. Kirk is not affiliated with Hermès, but agreed to comment as an industry expert.

Hermès did not respond by press deadline.

Dinner party

Hermès introduced its digital feature on social media, posting a link to its les ailes d'Hermès site. On Facebook, it is accompanied by the text "A table for 8 at 8.30."

The video takes a birds-eye view of a dining table covered in a white tablecloth, which at the beginning of the film is empty. Hands appear from different sides of the table, placing single dishes in front of them to the soundtrack of ambient noise.



*Video still*

The entire table does not fit into the screen, but through the entire video, consumers can move their mouse to change the vantage point, showing different seats.

Next, the film speeds up, showing the addition of wine and water glasses, silverware, bread plates and table accessories, including flower arrangements.

The diners sit down, with only their hands are visible. They gesture animatedly as they talk in French and laugh.

As the first course is served, the video zooms in on different guests. The meal continues, showing different dishes being placed in front of the diners, fast-forwarding through various parts as they eat.



### Video still

After eating dessert, the group disperses, and the words “Porcelain Service Mosaïque au 24 Platinum” appear.

At the bottom right hand corner of the video is an orange shopping bag. Clicking this takes consumers to the product page for the dishes depicted.

The landing page tells consumers that the collection is a tribute to Hermès’ birthplace, 24 Faubourg Saint Honoré in Paris. Here, consumers are invited to create their own service.



### Screenshot of Hermès e-commerce site

Consumers can select a box next to individual items, from cereal bowls and platters to teapots and sushi plates, to add it to their cart.

### Home improvement

Home improvement for the holidays is a theme many brands are promoting.

Giorgio Armani and Fendi’s home furnishing lines inspired readers of Architectural Digest’s November issue to update their interior decorating before holiday guests arrive.

High-end interior brands as well as apparel labels and jewelers were seen in the “Before & After” issue which included renovations, makeovers and a non-holiday focused “best

new products” listorial. Pushing current styles of home decor right before the holidays may spur readers to redecorate their residences as they prepare for holiday parties and the inflow of guests while they still have time ([see story](#)).

Hermès has previously used digital tactics to show off its tableware. For instance, the brand pushed its race track-inspired porcelain tableware line Rallye 24 by integrating it in an online game.

The game was named after the new tableware collection that incorporates classic racing colors such as yellow, green, red, blue and black, as well as a curved graphic that represents the oval shape of a track. In the game on Hermès’ Web site, consumers can navigate around Rallye 24 items on a virtual track with their vegetable game piece ([see story](#)).

While immersive, this video may be long for online content. With a shorter length, consumers would be more likely to watch the entirety.

"The viewing experience is fascinating because the viewer feels as if they have a coveted seat at this exclusive and elegant dinner party," Ms. Kirk said. "However, after about the first minute or two, the point of the video has been made, and so most viewers will not watch it in its entirety because there's really no need to.

"Online videos should always be short and snappy because users are clicking quickly from one piece of content to the next," she said. "And when you can get the general gist of what Hermès is trying to convey within the first few minutes, watching the whole video from start to finish becomes unnecessary."

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/bKc11JCiqs8](https://www.youtube.com/embed/bKc11JCiqs8)

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