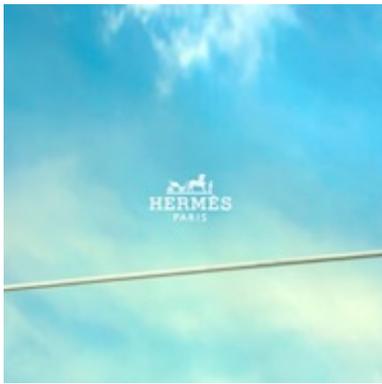


INTERNET

Hermès takes spring shoe collection to new heights

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Final shot of the Hermès video

By KAYSORIN

French apparel and accessories brand Hermès is introducing the spring/summer 2015 shoe collection with a new video that features highwire tightrope walking.

"Girl on a wire" shows close-up footage of the shoes as models walk along highwire tightropes under the spotlights of a circus tent. The video focuses on nine pairs of shoes, including heels, loafers and sandals, showing the range of the line in an entertaining way.

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"I love this campaign and feel that it portrays a great balance of product, personality and brand," said Brittany Mills, director of digital marketing services at [Mobiquity](#), New York. "Definitely something that catches your eye, and you leave wanting to browse the entire collection."

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

Hermès was unable to respond directly before press deadline.

High flying

Hermès' video opens on a pair of red, patent leather sandals as they begin to walk across a tightrope in the foreground. The background is dark and illuminated with strings of circus lights.



Video still from Girl on a Wire

Different shoes are showcased walking along numerous tightropes with the camera sometimes focusing on just the feet and sometimes showing the model's legs but never going above the waist. Some of the shoes are shown in mirrored images that reflect two pairs of feet.



Hermès campaign video still

A message on the Hermès Web site asks, "Why walk on the runway when you can stride across the sky?" Indeed, at the end of the video the last pair of shoes is seen exiting the dark of the circus tent and walking out into a clear, blue sky. A final shot shows the Hermès logo appearing against the clouds.

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

Hermès Girl on a wire video

Fantasy feet

Many other luxury brands have used social videos with fantastical settings to highlight

their shoe collections. While Hermès chose to show close-ups of anonymous feet in its campaign, other brands have produced videos with more elaborate plots.

For example, London-based shoemaker Manolo Blahnik pointed to its timeless appeal with a 2014 campaign video featuring its pumps on Victorian characters.

The film “Walk With Me: A Victorian Ghost Story” was released at the end of the footwear label’s first presentation at New York Fashion Week, showcasing the same collection that was shown. This three-minute video communicates the heritage and classic design of Manolo Blahnik’s shoes, perhaps telling women to buy them and hand them down ([see story](#)).

On the other hand, some brands choose to forgo characters entirely and focus solely on the shoes. For example, Louis Vuitton’s 2014 video is essentially a flipbook of images.

In the black-and-white video, designed to look like a book, shoes are shown larger than life against the backdrop of Paris. Louis Vuitton is often thought of first for handbags due to its heritage as a trunkmaker, so this video may help consumers focus on the label’s footwear ([see story](#)).

Sometimes, however, a video is not enough. “I would have loved to see a feature to click through for more information,” Ms. Mills said.

“The video helps to open the door of interest but then leaves you wanting to explore more,” she said. “I believe once more content is released around this campaign, Hermès will see a high engagement rate and conversion rate from this content.”

Final Take

Kay Sorin, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/T8j5dEh2i0o](https://www.youtube.com/embed/T8j5dEh2i0o)

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