

COMMERCE

## Hermès drives interest via monthly Petit h mystery boxes

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*Items created for Petit h*

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By STAFF REPORTS

French leather goods brand Hermès is increasing exposure for its whimsical Petit h line through surprise gifts, available on a monthly basis.

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The email included a subject line reading, “Lucky you, a lucky dip!” and within the body a rotating image shows Hermès’ signature orange boxes surrounding by question marks. In the beauty space monthly surprise boxes, often consisting of samples, have become very popular and are an ideal way to keep consumers’ attention.

A surprise every time

Set below the image, Hermès included text reading, “Take your pick: everyone’s a winner!” along with a brief description explaining that each month consumers can receive a Petit h surprise box.

On the click-through, Hermès repeats the GIF, and on the side of the page the brand reiterates the email message saying, “Each month, we surprise you with a new selection of items from Petit h, our laboratory of imagination and reconstruction.”



### *Petit h surprise box GIF*

The monthly offer is available with three price tiers. The PM box for \$240, suitable for both genders, a MM box best suited for women with a price of \$440 and the GM option, available for \$580 and best for female consumers.

Unlike subscription membership, the purchase is not recurring, giving the consumer cause to return to the Web site for another monthly surprise.

Hermès does not give any hints as to what the boxes include, but it is likely to be small leather goods with a hint of whimsy such as bracelets and coin purses. The Petit h line takes leftover fabric and pieces with slight imperfections and turns them into unique items that sit outside of a fashion season ([see story](#)).

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