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Hermès adds ballet to cycling in shoppable video

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Hermès bike

By NANCY BUCKLEY

French leather goods maker Hermès is melding bicycling with fashion and art through a social video that features ballet upon its branded bikes.

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Luxury Daily

On Hermès' Web site the video features a shopping option that leads consumers directly to the ecommerce page for its bicycles. In this case, ecommerce becomes an interactive feature that directly correlates a video with a product, tying together any disconnections consumers may have when viewing the film.

"Hermès makes great use of classical music, ballet and as well the European backdrop to say without words this product is elegant as well as timeless," said Ryan Clark, founder of [Luxury Branded](#), Victoria, British Columbia. "Right away you know this is not a bike for hardcore enthusiasts, but rather the jet set traveler who wants to leisurely explore the side roads of Paris or Amsterdam."

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

[Hermès](#) was unable to respond by press deadline.

Gear change

The film begins with two cyclists riding in a circle around one another. They are both dressed in black and as the camera gets closer it is evident that the man and woman have Hermès scarves on.

As the camera moves in unison with the riders, the man comes into the screen and is seen maneuvering himself to lay on the seat with his legs parallel to the ground.

He then resituates himself to sit on the handle bars facing backwards as he continues to pedal forward.

Embedded Video: <https://player.vimeo.com/video/128985534>

[Les Flâneurs d'Hermès](#) from [Hermès](#) on [Vimeo](#).

Posted by [Hermès](#) on [Wednesday, May 27, 2015](#)

The woman is seen dancing with her bike in her arms. Later she stands with one foot on a pedal and the other straight behind her. Her male counterpart rides behind her and grabs her pointed foot. The two ride together in this position.

As the camera moves, it pauses over the Hermès label on one of the bikes indicating that it is more than the scarves that are part of the Hermès brand.

More acrobatics occur throughout the video such as the woman sitting on the man's shoulders as he bikes and the man standing with one foot on the metal piece above the back tire and the other on the handlebars. Integrating ballet into the video furthers the bicycles as a piece of performing and moving art based on endurance and agility rather than an aggressive sport.

The video was originally shared on Hermès' Facebook but is also available on the brand's Web site. Its presence on the Web site is enhanced by the small orange shopping bag icon in the bottom right corner. If clicked, the consumer is brought through to the ecommerce page for Hermès' bicycles.

On the brand's Instagram, the video was split into three shorter posts.

"Hermes largest social follower base is on Facebook and the platform makes it extremely easy to showcase video as well get the most amount of shares," Mr. Clark said. "Within seven hours they already have nearly 25,000 video views and 200 people have shared it with their friends and family which means it's starting to go viral already.

"You'll also notice in their Facebook post's comments users are tagging their friends as well and you're just not going to get this kind of targeted sharing on any other platform," he said.

"However, Hermes did make use of Instagram by cutting the video into three segments for their followers which already has resulted in another 20,000 views from people all around the world."

Trending bikes

Bicycles can often be an alternative type of luxury. Cyclists spend time researching and purchasing a bike in the same manner other consumers might on a more traditional luxury item.

Luxury can be found in unusual places, and for some an expensive and exclusive experience comes from the adventure found within physical activity.

Cannondale Bicycles' Black Inc. line incorporates art and technology into the creation of road and mountain bikes to bring a luxurious experience to cyclists. Spinning a sport into a luxury experience requires brands such as Cannondale to delve into the wants and desires of enthusiasts willing to spend more for a greater experience ([see story](#)).

Last summer, Tour de France was underway and luxury brands latched on to engage race enthusiasts. The race spread across most of July 2014, and allowed brands to create extended promotions. As luxury brands linked themselves to the event July 5-27, a wider audience was reached ([see story](#)).

Creating a marketing campaign in line with the other products sold by the brand will likely target consumers

already familiar with Hermès' and its bikes.

"This style of video is set on doing one thing, sparking emotion," Mr. Clark said. "Ecommerce retailers know that if you can do this it will drive sales, especially for a "splurge" product like this bicycle. We all have access to a lot of bandwidth and this allows retailers to showcase their product in action as well tell more of a story and really touch the hearts of the viewers."

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/nJzeMbY4jYA>

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