

EVENTS/CAUSES

## Hermès takes Art Basel with collaborative scarf exhibition

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*Hermès scarf from Variations autour de La Longue Marche*

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By KAYSORIN

French apparel and accessories house Hermès is showing its artistic flair with an exhibition of silk scarves on display at Switzerland's Art Basel June 18-21.

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The exhibition features a selection of scarves designed by Argentinean artist Julio Le Parc for Hermès Éditeur, the brand's ongoing collaboration with artists. By sharing its unique creations in an artistic setting, Hermès is emphasizing the conceptual work that goes into designing its products.

"This is a great way to educate the consumer about the product while paying homage to the brand's rich heritage and values," said Ryan Hattaway, president of [Mogul Media Group](#), Miami. "For luxury brands this can be especially important.

"In order to stand out in the competitive high-priced landscape, brands should not only promote premium quality but also look for creative ways to tell their story and identify with consumers."

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

**Hermès** was unable to respond by press deadline.

Éditeur in chief

Hermès Éditeur aims to connect the brand with successful artists in order to design a limited edition collection of its famous silk scarves. For the fourth edition Hermès chose to work with Julio Le Parc, whose optical illusions and kinetic art have been popular since the 1960s.



*Mr. Le Parc poses in front of the exhibition*

Mr. Le Parc created a collection inspired by his piece *La Longue Marche* (1974-1975), which includes the 14 colors of the chromatic prism that he has used in much of his work. Titled “*Variations autour de La Longue Marche*,” the collection is comprised of 60 unique silk scarves.

Hermès elected to display the collection as an art exhibition at Art Basel this year. Consequently, it will be viewed by many of the wealthy individuals who attend the annual festival in Basel, Switzerland.

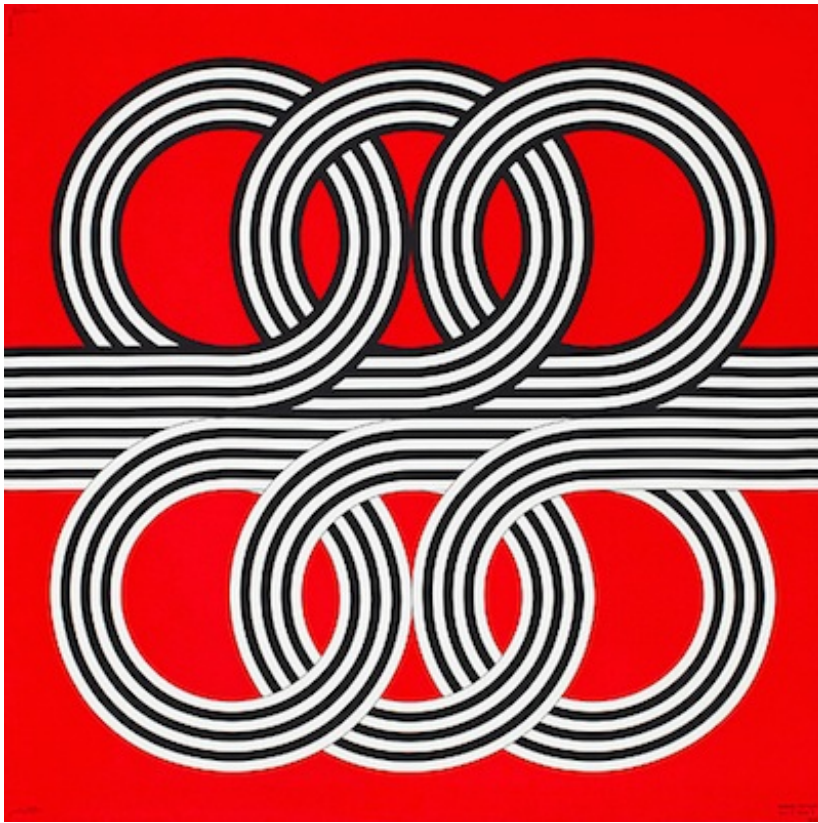


*The exhibition at Art Basel showcases 60 silk scarves*

Hermès has previously used exhibitions to highlight its beautiful creations. Earlier this year the French leather goods house celebrated the art of exploration and urban meandering with an exhibit at Saatchi Gallery in London.

“Wanderland” featured a curation of objects pulled from the Hermès archives and positioned to form a “cabinet of curiosities” that referenced Parisian-inspired scenes. The exhibit celebrated Hermès’ Parisian heritage while also showing the brand’s singular point of view and adoration for the unpredictable ([see story](#)).

Hermès’s latest exhibition at Art Basel is even more poised to attract the attention of consumers, as it will take place at a renowned international event. Sharing its scarves in this setting will position Hermès to connect with consumers in a new way.



*Mr. Le Parc's work plays with optical illusions and bright colors*

## **Art and about**

Art festivals are increasingly becoming an important destination for luxury brands looking to connect with consumers. For example, earlier this year the 56th Venice Biennale International Art Exhibition in Italy celebrated its opening weekend on May 9, and many luxury brands used the opportunity to connect with the affluent consumers who frequent the event.

Brands including Marni, Missoni and Jaeger-LeCoultre participated by hosting their own exhibitions and sponsoring artists whose work was on display. Luxury and the arts are closely connected, and it is important for brands to attend these large, international events to stay up-to-date on the latest trends and connect with patrons of the arts who may purchase products ([see story](#)).

Collaborating with famous artists has long been a popular way for brands to introduce unique products. Recently, German automaker BMW celebrated 40 years of its renowned Art Car collection by displaying a number of the unique cars designed by famous artists at various locations around the world, including Hong Kong, Paris and Lake Como, Italy.

The Art Car Collection began in 1975 when French racecar driver Hervé Poulain requested a customized BMW designed by American artist Alexander Calder, sparking a popular tradition of artistic collaborations that the automaker has continued to this day. The 40th Anniversary of the Art Car Collection highlighted BMW's commitment to creativity in all areas, and while the cars are not available for purchase, they serve to remind consumers of the brand's visual flair ([see story](#)).

These limited edition art collections are an excellent way for brands to connect with

consumers.

"If the brands can leverage these exhibits to establish an emotional connection and create value in the minds of the consumer then it can absolutely translate to sales," Mr. Hattaway said. "Especially if the brands release a limited edition collection or bring back an old design and make it relevant again, as they often do."

Final Take

*Kay Sorin, editorial assistant on Luxury Daily, New York*

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