

INTERNET

Hermès inspires around wallpaper with virtual trials

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Hermès image featuring its wallpaper

By STAFF REPORTS

French leather goods brand Hermès is prompting consumer experimentation with its array of wallpaper options through an interactive online feature.

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On Hermès' Web site, consumers can digitally cover a wall in patterns ranging from graphic to jungle, giving them a taste of what their room would look like outfitted in the brand. Home furnishing product information is typically difficult to translate to an online environment, but virtual experiences such as this can help consumers make a lasting decision in an ecommerce space.

Roll out

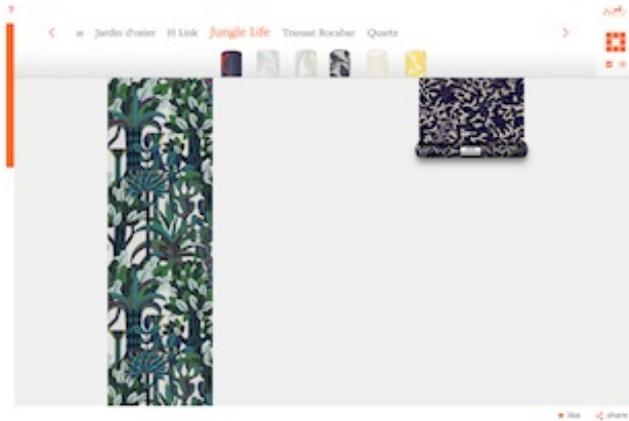
Hermès' ecommerce feature was linked on social media with text explaining the options for all seasons.

On the click-through, consumers are met with a blank slate, and they are told to “compose and cover the whole wall.”

The user can select a tube of paper from the top of the page according to categories. This will then appear as a roll in the middle of the wall, along with a paper sound effect, and

they can move it to the top of the page to stick it in place.

Then, recreating the physical experience of affixing wallpaper, the consumer must hold their mouse down and drag it along the sheet to complete the process. As they do, their mouse becomes a brush, referencing the brushes used to smooth out bubbles in paper.



Screenshot of Hermès' Web site

Hermès' feature is not linked to ecommerce, but this may streamline the consultation process by helping consumers make choices before they visit the store.

Other brands have found ways to bring the offline consultation online.

For instance, U.S. linen maker Matouk is helping consumers visualize their “perfect bed” with its first online configurator.

uMatouk allows both retailers and consumers to mix and match bedding to create their own combinations, which appear on a photorealistic 3D bed. Since it can be difficult to imagine how the range of possibilities would look once on an actual bed, this tool helps to make the decision process easier, and make consumers more confident in their final choice ([see story](#)).

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