

ADVERTISING

Herms tracks movements to explore its new horology addition

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Still from Herms' Slim d'Herms campaign

By JEN KING

French leather goods house Herms is touting essential movements through interactive films meant to support the debut of its latest watch collection, Slim d'Herms.

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For the collection of men's and women's watches, Herms' "Slim d'Herms, un mouvement vers l'essentiel," or "a movement toward the essential" in English, brings consumers to a digital universe where two characters interact in a refined and graphic space. Beyond the two interactive videos that show how the two characters meet, Hermes included 10 other elements to further explore the timepiece collection through a digital experience.

"The movie is all about discreet elegance, creativity and singularity," said Laurent Dordet, CEO of [La Montre Herms](#).

"[Herms'] new Slim d'Herms shows a timeless design with the highest levels of craftsmanship and quality," he said. "This is emphasized by the artistic touch of the movie."

Montre Herms, the house's watch division, worked with [Agency Famille Royale](#) on the digital creative for the Slim d'Herms campaign and accompanying Web page found on [Lesailles.Hermes.com](#).

Time is of the essence

The digital component of Slim d'Herms is organized to look like the face of a watch, with each of the 12 numbers representing a different aspect of the horology-themed content. Herms' videos are also present, taking the 12 o'clock and 4 o'clock positions on the deconstructed watch face.



Web content for Herms' Slim d'Herms watch campaign

Hermès' merged version of its video begins with the logo for the Slim d'Herms watches, with the next screen instructing that "to stroll," the consumer should press down the "s" key on their device. This presents the consumer with a unique experience each time the film is viewed. Also, this strategic addition creates a narrative in which the male and female characters of the film meet.

The film begins with the woman walking out of a tunnel, and soon after the male character exits the same tunnel by bicycle. As they move, their bodies subtly flash and although they are in the same frame, they do not interact with one another.

Next, the duo are shown swinging around a light post near what is presumed to be the Seine given Hermès' French heritage. The two spin around the post by one hand but do not touch, so much so that the male character is shown spinning and going around the woman's outstretched arm.

This is continued as the man is shown glancing into a window pane, but the reflection is of the woman, smiling with recognition. Then, they each take a Polaroid of one another and come together, showing just their arms, adorned with a Slim Hermès watch on their wrists, in the frame as the photograph develops before the viewer's eyes.

The interactions between the characters continue as they ascend a staircase both holding onto the rail, but not touching. This is followed by a vignette showing the woman seated on a park bench as the man climbs on top and over it without being acknowledged by the woman.

Hermès' video ends with the characters walking separately and in opposite directions as the brand's logo appears on the screen.

Slim d'Herms - Un mouvement vers l'essentiel from FAMILLE ROYALE

The other 10 segments on Hermès' Web site presents consumers with product details of the Slim Hermès timepieces. For example, 1 o'clock and 11 o'clock show how the watches would look on a consumer's wrist while 6 o'clock and 8 o'clock delve into the Swiss-made mechanisms.

Additionally, at 5 o'clock and 9 o'clock, Hermès shows the consumers the aesthetics of the watch with different faces and leather and metal strap options, respectively.



Exploratory content for the Slim d'Herms watch campaign

By integrating content into the campaign in such a way, Herms seamlessly creates an immersive experience that does not come across as overtly purchase-driven. Rather, the effort relies on the consumer journey and exploration to be memorable.

Disruptive time

While this campaign is focused on traditional watchmaking, Herms has also injected itself into the larger wearable conversation through its collaboration with consumer electronics brand Apple.

Herms touted the combination of craftsmanship and technology evident in its Apple Watch as the timepiece arrived in-store on Oct. 5.

A page of Herms' Web site has been dedicated to the devices, with a layout more indicative of Apple's streamlined online presence, where consumers can find out details such as which select Herms and Apple stores will be carrying the tech accessories. Using its own channels to promote the results of this partnership will help ensure consumers that this bears an authentic Herms touch that goes beyond brand name ([see story](#)).

Whether it is a campaign for a traditional timepiece or a future-tech smart watch, Herms keeps its brand DNA and sector expertise top of mind.

"Slim d'Herms is a timepiece that required strong technical development, gathering the best watchmakers to achieve an ultra-thin movement," Mr. Dordet said. "They will recognize the Herms singularity with its distinctive style."

Final Take

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