

INTERNET

## Herms touts jewelry's irresistible qualities in whimsical vignettes

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*Image from Hermsistible microsite*

By SARAH JONES

French leather goods maker Herms is piquing consumer interest in its new fashion jewelry line by equating the baubles to similar temptations.

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The label launched an "Hermsistible" microsite that introduces a new lexicon of terms that can be used to describe feelings of childlike indulgence, jealousy and escape, using still and animated images of women to illustrate the ideas. This tactic associates the accessories with a personality, allowing consumers to see a piece of their own experiences within the campaign.

"This collection seems geared towards a younger female target, possibly female millennials or HENRYs (high earners, not rich yet)," said Jen Choi, senior social marketing manager at [Huge](#), New York. "Using fun GIF content and whimsical language helps the brand be more relatable to this target, creating a less stilted image.

"Their intention may be to catch their target earlier on with smaller product offerings, like jewelry and accessories, so that they can convert them into consumers and brand advocates once they increase their purchasing power."

Ms. Choi is not affiliated with Herms, but agreed to comment as an industry expert.

[Herms](#) was unable to comment directly before press deadline.

Giving in

Herms introduced its microsite via social media, leading consumers to the separate hub for a more immersive experience.

On the homepage, the term "Hermsistible" is defined as being an adjective used to describe a "lexicon of wordelicious fashion jewelry."

From here, the consumer can scroll down the page to discover the first word, "Impulcie," is "A fleeting guilt when indulging a whim of child-like pleasure."

Consumers can scroll further down to uncover the image of a woman holding a sheet of bubble wrap. A second scroll reveals a video of the same women popping the bubbles, not able to control herself.



*Screenshot of Hermesistible microsite*

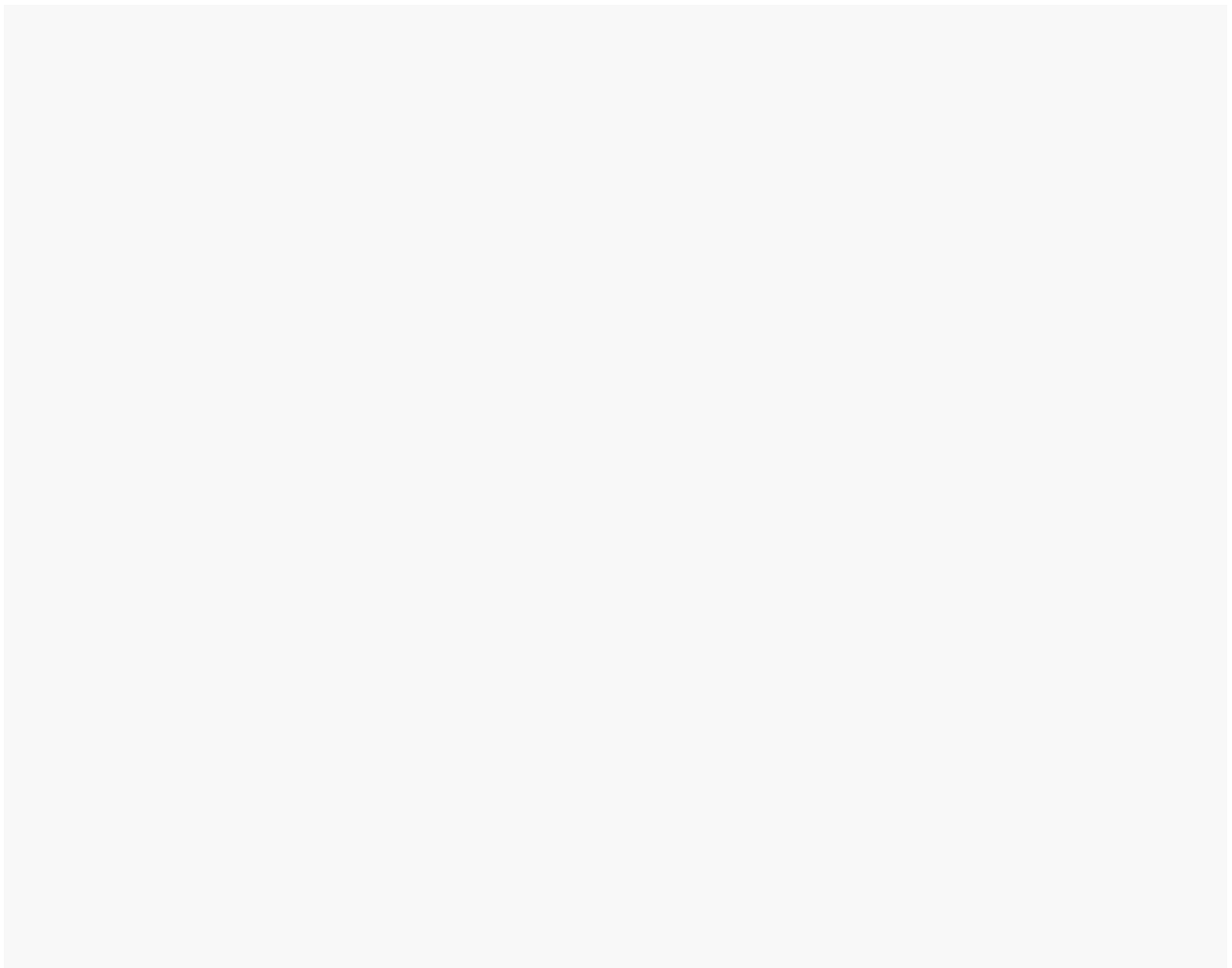
Another scene shows a woman and man eating at a restaurant. She has a salad in front of her, he a grilled cheese with egg atop and fries. The woman is tempted by the fries, but as she reaches her hand out to snatch one, he smacks it away before trading plates with her.

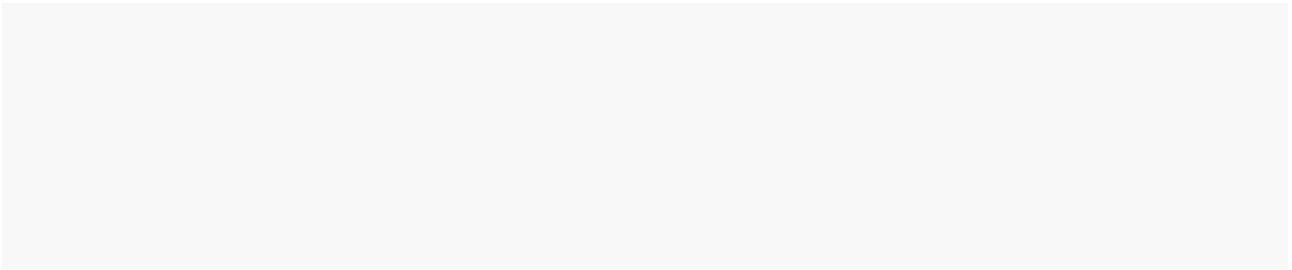
Yet another chapter depicts a woman in bed hitting the snooze button repeatedly, tacking on an extra 10 minutes. A final .GIF plays to the feeling of impatience, as a woman reading the beginning of the book seeks instant gratification by flipping immediately to the end.

Once at the bottom of the page, consumers are asked to enter their email to "discover new emotions." The user can also share the emotion on their Web site via an HTML code.

If they scroll further, the page resets with a new term.

"Jalousele" is "a spark of envy in a shade of green." In the first vignette, two women prepare for a duel, which ends up being a fashion-focused game of rock paper scissor, in which the victor claims one or more of the loser's bracelets.





A video posted by Herms official account (@hermes) on Nov 9, 2015 at 6:01am PST

Other illustrations include drawing mustaches on fashion models in magazines and poking a voodoo doll.

A third term is "envolie," or "the joy of planning an impromptu escape."

In one scene, a blindfolded woman dangles a necklace over a map, dropping it to decide where to venture. Another packs too many bangles in the top of her suitcase and has to climb on top of the case to force it closed.



*Screenshot of Hermesistible microsite*

All of the pieces seen on the models are shoppable via the microsite, or Herms also includes a find in store option.

#### Detailed look

Herms frequently uses microsites to delve into a particular product line in greater detail while enabling consumers to discover ready-to-wear and accessories in an interactive way.

The house recently introduced consumers to its universe of menswear through "a man, a list, a twist."

Herms teased the campaign, which debuted Sept. 8, through an acrostic poem spelling out the word "man" with the phrases reading "M for mark your calendars, A for all eyes on 8th September, N for not quite yet" alongside a graphic of a pinball machine becoming a man in a suit. The Le MANifeste campaign highlights Herms' menswear through a variety of interactions sure to keep the effort and the brand's men's apparel and accessories top of mind ([see story](#)).

Herms also maintains its dedication to whimsy with a digital microsite "housing" silk products.

The site explores Herms equestrian roots and displays a different silk item, primarily scarves, throughout the hand drawn house. The digital house's many floors and vibrant arrangements will likely keep fans entertained as they learn about the range of silk products ([see story](#)).

Through its digital marketing, Herms finds ways to balance retaining its roots with appealing to a new generation.

"While the lexicon feels a bit too artificial, their intention to contextualize their products comes across clearly both from an emotional and visual level," Ms. Choi said. "Rather than 'irresistible,' it conveys a more relatable and accessible feel without sacrificing their luxury roots, as shown through their visual aesthetic.

"The visuals and product collection certainly shows a more whimsical side to Herms and both seem to point towards drawing in a younger, wealthy female target."

#### Final Take

*Sarah Jones, staff reporter on Luxury Daily, New York*

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