

INTERNET

Herms merges earth, sky to underscore cologne's properties

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Terre d'Herms kaleidoscope

By STAFF REPORTS

French leather goods maker Herms is viewing the earth and sky through an interactive kaleidoscope effort.

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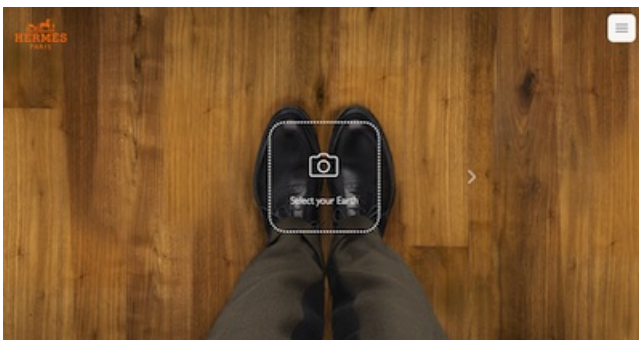
Part of a promotion for the Terre d'Herms cologne for men, Herms asks consumers to "take an image of the earth, add a little sky and shake through a kaleidoscope." User-generated content initiatives that revolve around consumer creativity are often well received, as the participant feels a one-on-one connection with the brand in question.

Power of the elements

The Terre d'Herms cologne was launched in 2006 by Jean-Claude Ellena, and is a "water somewhere between the earth and the sky. A journey imbued with strength and poetry," according to the brand.

For the example, shared to social media, Herms made a 7-second film that uses a red-hued desert landscape and a blue sky dotted with thick clouds as the morphing elements of a kaleidoscope. A link directs consumers to Herms' kaleidoscope simulator.

When the page loads, the only imagery is of a hardwood floor and a man's feet. A square outline is laid on top of the man's shoes with a camera icon and text that reads, "select your Earth."



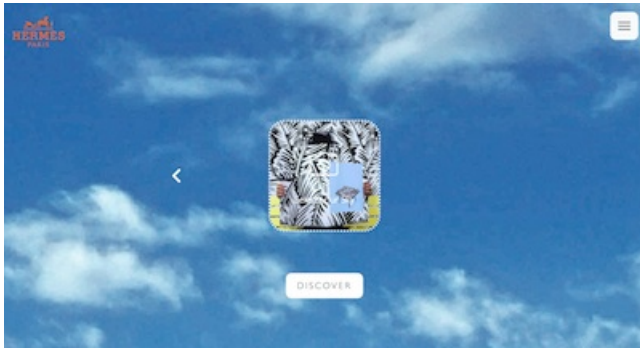
Terre d'Herms kaleidoscope, Earth

Clicking on the prompt opens the consumer's camera roll or desktop library, allowing him to select an image that will be included in the personalized kaleidoscope.

Once an Earth image is selected, the following option asks the consumer to select a sky. When done, the consumer

clicks "discover" for the kaleidoscope to begin.

Consumers then have the option to download stills of the kaleidoscope or share via Facebook or Twitter.



Terre d'Herms kaleidoscope, sky

In a menu bar, consumers can browse a gallery of Terre d'Herms kaleidoscopes or learn more about the cologne and make a purchase. The effort can be found [here](#).

Herms has been spending significant time on its men's categories recently, using interaction to create awareness for its wares.

For example, Herms 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](#)).

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