

APPAREL AND ACCESSORIES

## Herms likens leather goods to exotic flora in nature film

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*Herms' Tutti Frutti collection*

By STAFF REPORTS

French fashion house Herms is journeying into the tropical rainforest to stalk out accessories in the wild.

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To promote its Tutti Frutti collection of leather goods, the brand has created a whimsical short film referencing nature documentaries, inviting consumers to explore alongside an unseen narrator. Making a comparison between the accessories and rare plants helps to highlight the exclusivity of the line, perhaps making them all the more covetable.

### In the wild

Herms introduced the film to its newsletter subscribers through an email containing the subject line "A rare sighting," inviting readers to "catch a glimpse" of the Tutti Frutti on its Web site.

The two-minute film follows the format of a nature show, opening with a narrator setting the scene for the viewer, talking about being at the heart of the rainforest. Ambient sounds from animals are heard, further transporting those watching.

In voiceover, the viewer is told that after waiting for days to catch sight of the Tutti Frutti, there may be a chance of seeing them today. Suddenly he spots a bright blue bag nestled within the vegetation, and whispers about it so as to not startle the specimen.

As he continues in French with subtitles, more of a backstory is created for the accessories, including the fact that supposedly humans have attempted to train birds and ants to pick them from the trees, but none of these efforts have been successful.

At the end, he says that stories have been told that the Tutti Frutti can be witnessed at Herms, "with no need to climb rocks or trees."

### *Herms Tutti Frutti*

Always one to showcase its products in inventive ways, Herms previously sent out a team of "Super H" scarves to patrol the night skies in a new social video.

The collection of scarves depict aerial scenes with an Herms riff on the Batman distress signal, the quintessential circle punctuating the sky with a trail of light leading to its source. The brand has been unrelenting with its quirky and

charming social videos and interactive content ([see story](#)).

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