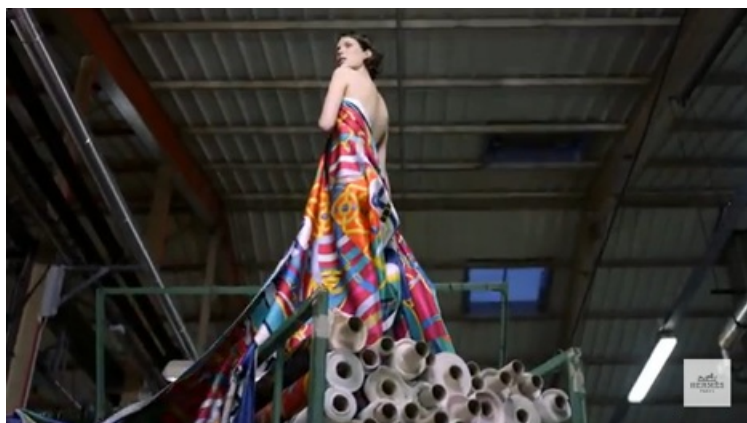


APPAREL AND ACCESSORIES

Herms visits its silk mill for theatrical behind-the-scenes peek

September 28, 2016



Still from Herms' *La Fabrique de la Soie* film

By STAFF REPORTS

French apparel and accessories maker Herms is demonstrating how its silk scarves are manufactured with a film set within its Lyon, France workshop.

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Herms' "La Fabrique de la Soie," or The Silk Mill in English, celebrates Herms' popular silk scarf category ahead of the product's 80th anniversary next year. Delving into the production details of a popular product segment can spur interest among consumers who may be fans, but are unaware of the care and detail taken before the item lands in stores.

Silk by the foot

For La Fabrique de la Soie, Herms worked with photographer and filmmaker Craig McDean.

The film begins with a shirtless woman standing behind a large stencil, with an Herms scarf tied around her neck. In the following scene, the woman, who serves as a glamorous personification of silk, wraps a large swath of the fabric around her body.

Once fully engulfed in silk, the woman begins to move down a track onboard machinery that floats above yard after yard of silk scarf prints.



Still from Herms' La Fabrique de la Soie film

Next, the woman is seen wearing a white dress, meant to symbolize raw silk that has yet to be dyed, as two Herms artisans expertly lay a stencil over her body. In the frame following, dark dye is seen being poured into the stencil before the scene changes to show finished yards of silk filtering through machinery.

The minute-long film continues with the silk personified running through Herms' workshop. She is seen running along the production line, dodging in and out of hanging silk as if the fabric were a curtain and unspooling a large dowel of silk.

Throughout the film, the woman is seen wearing the silks in various ways of dress such as a tube top, halter, cape and even an evening gown style as she stands on top of a cart stocked with silk by the yard.

Herms - La Fabrique de la Soie

In the first half of 2016, Herms' silk and textiles businesses were hit hard by current events in Europe in addition to decreased spending in China and the United States.

The brand's silk and textiles division is its third largest category. For the half, Herms saw sales decline 8.1 percent to 230.3 million euros, or \$257 million at current exchange rates ([see story](#)).

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