

JEWELRY

Herms seeks remedies for quirky Cape Cod syndrome

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Herms' Cape Cod watch

By STAFF REPORTS

French leather goods maker Herms is telling consumers of the possible side effects of wearing its Cape Cod watch style through an interactive video.

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Using an email blast, Herms' subject line asked consumers if they are experiencing Cape Cod syndrome while the body message shows a woman wearing the Cape Cod watch and looking through a rolled up piece of paper as if it were a telescope. Copy below tells consumers that wearing the watch style can have unexpected effects.

Cape Cod state of mind

A click-through redirects to Herms' Web site where an interactive video automatically begins.

Words such as obsessive, Cape Cod, acute, drawing and chronic appear within colored text blocks. Instructions tell the consumer to press the "C" key on her keyboard to find out what unexpected side effects wearing a Cape Cod watch might cause.



Herms' Cape Cod watch, as seen on its Instagram

One such side effect is "double wrap-around syndrome" that causes the wearer to be cloned. A second, "acute collectionitis" shows a woman collecting Cape Cod watches from a coat sleeve, the pot of a cactus and from the ceiling before wrapping the timepieces on the handlebar of her bicycle.

Herms' "chronic Cape Cod" replaces nearly every word of the woman's sentence with Cape Cod, such as "Berry Cape Cod" and "half-passed Cape Cod." The final side effect is "obsessive drawing," a scene that shows the model drawing the watch's signature square face.

The Herms Cape Cod watch was developed 25 years ago by Henri d'Origny.

In the first nine months of 2016, Herms recorded a slight increase of 1 percent in spite of a challenging market for its watch category ([see story](#)).

Herms has unleashed initiatives aimed at spurring sales of key categories.

Department store chain Nordstrom is teaming with the French leather goods maker for a shop-in-shop promoting the brand's silks and jewelry.

Nordstrom's downtown Seattle flagship will serve as the host to a temporary pop-up shop Oct. 18 through the end of 2017. The nearly yearlong "Nordstrom Welcome Herms" shop-in-shop will stick to selling Herms accessories including silks for men and women and an edit of its jewelry range ([see story](#)).