

APPAREL AND ACCESSORIES

Herms' Petit h ensures one-of-a-kind holiday gifting

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Hermès Petit h

By STAFF REPORTS

French fashion house Hermès is welcoming consumers in New York to the Petit h Holiday Factory, a series of pop-up stores and craft workshops.

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Hermès' Petit h was created by Pascale Mussard, a 6th generation member of the Hermès family, in 2010. Petit h takes leftover fabric and pieces with slight imperfections and turns them into unique pieces that sit outside of a fashion season.

Something special

Petit h brings together artists, designers, Hermès materials and know-how. For example, if a scrap of leather falls from a workstation during the creation of a handbag, the raw material will be used to create a new object.

Artists with an unconventional view and the expert hands of an Hermès craftsman then give a "second life" to the unused treasures ([see story](#)).

For consumers seeking a unique and uncommon gift for a loved one this holiday season, Hermès' Petit h has set up holiday pop-up stores and craft workshops throughout New York.

On a map housed on its Web site, consumers based in or visiting New York can seek out one-of-a-kind gifts. An illustration dotted with New York landmarks, such as the Rockefeller Christmas Tree and the Freedom Tower, also include Petit h icons.



Hermès' illustrated map for Petit h's pop-up stores and workshops

When the consumer hovers over the icon, she can unveil the locations of the three Petit h pop-up and workshop locations.

At its Madison Avenue flagship Hermès will host a Petit h pop-up Dec. 2 through Jan. 7, 2017. Downtown at its Wall Street location, Hermès' pop-up and workshop will be in-store only Dec. 10-11.

A third venue for the Petit h pop-up store and workshop is the brand's dedicated perfumery at shopping center Brookfield Place. Petit h will be at that location Dec. 16-18.

By limiting the time period Petit h will be available at Hermès' Downtown storefronts, the brand is heightening the uniqueness of the gifts purchased, as only those aware of the pop-ups ahead of time will have the opportunity to buy the one-off pieces.