

APPAREL AND ACCESSORIES

Herms' Martin Margiela period explored in written, visual form

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Martin Margiela designs for Herms

By STAFF REPORTS

The six-year period when Belgian designer Martin Margiela served as French leather goods brand Herms' artistic director is the subject of a new tome and museum exhibition in Antwerp.

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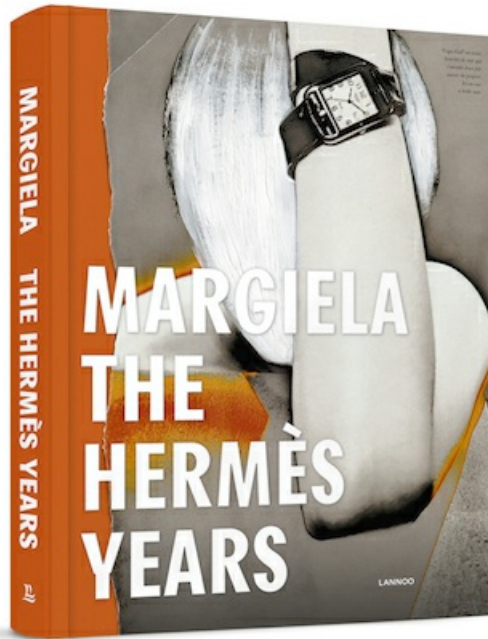
The authorized book, titled "Martin Margiela, The Herms Years," chronicles Mr. Margiela's time as the lead designer of Herms' women's ready-to-wear collections between 1997 and 2003. During his time with the brand, Mr. Margiela designed a dozen consecutive collections for Herms while also maintaining his namesake brand, Maison Martin Margiela.

An Herms dozen

Martin Margiela, The Herms Years has been published by Belgium's Lannoo Publishers. While the book features no interviews with the fiercely private Mr. Margiela, he has approved every word, ensuring the reader of its authentic telling of his career with Herms.

The book recounts the 12 Herms collections designed by Mr. Margiela between 1997 and 2003. Martin Margiela, The Herms Years also recounts the same time period as he juggled creative responsibilities at his own house as well.

Martin Margiela, The Herms Years will be published in English, French and German.



Martin Margiela, The Herms Years

From March 31 to August 27, The Modemuseum in Antwerp will hold an exhibition surveying the same period. The book serves as an accompaniment to the museum exhibition of the same name.

MoMu's exhibit will for the first time display Mr. Margiela's Herms collections and explore the relationship between the French leather goods maker and his own brand.

Although well-known in the fashion industry for more than a decade, Mr. Margiela was a daring choice for Herms to select a designer known for his avant-garde designs.

An additional overview of the exhibit at MoMu can be found [here](#).

In the past, Herms-themed exhibitions have taken a branded approach to its heritage rather than singling out a notable designer.

Herms celebrated the art of exploration and urban meandering with a 2015 exhibit at Saatchi Gallery in London.

"Wanderland" featured a curation of objects pulled from the Herms archives and positioned to form a "cabinet of curiosities" that referenced Parisian-inspired scenes. This exhibit celebrated Herms' Parisian heritage while also showing the brand's singular point of view and adoration for the unpredictable ([see story](#)).