

APPAREL AND ACCESSORIES

Herms surfs with scarves to show textiles in motion

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Still from Herms' "Silk Waves"

By STAFF REPORTS

French fashion house Herms is heading out to sea to evoke the fluidity of its silk accessories.

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"Silk Waves" follows a pair of young women as they surf and hang in the sand, bringing the brand's accessory into free-spirited scenes. Herms has been incorporating its scarves into active lifestyles, showcasing the textiles as a partner to athletic pursuits.

Catching waves

In an email sent to newsletter subscribers, Herms introduced consumers to the film. Copy reads, "Girls slide gracefully on the ocean spray."

From here, the brand provides a link to "follow their flow." After clicking, consumers are taken to la Maison des Carres, a digital microsite that "houses" its silk products.

The site explores Herms equestrian roots and displays a different silk item, primarily scarves, throughout the hand drawn house. The digital house's many floors and vibrant arrangements keep fans entertained as they learn about the range of silk products ([see story](#)).



Herms' la Maison des Carres

Now, Herms is writing a new chapter in its silk story on the water.

At the start of the film, two women are shown carrying colorful surfboards across the sand to the ocean. These girls accessorize their swimsuits with headscarves.

To a pulsating soundtrack, the women paddle out into the waves, eventually popping up on their boards. As they float on their boards across waves, their silks billow in the wind.

Throughout the course of the film, the women also use scarves as flags or the roof of an impromptu fort.

Herms - Silk Waves

Herms has previously highlighted elements of its products through model movements. The brand spread awareness for its Nantucket watch with a social video that showed time elapsing through dancers.

The label's "Silver Hours" film showed a pair of women dancing in front of a square mirror sitting upright on a beach. Even without directly showing the timepieces until the end, Herms was able to raise awareness for the watches through the models' movement ([see story](#)).

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