

APPAREL AND ACCESSORIES

Herms pop-up gives vintage silk scarves some TLC

May 26, 2017



Hermsmatic pop-up shop

By STAFF REPORTS

French leather goods maker Herms is bringing its pop-up laundromat to New York's Meatpacking District.

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Launched in 2016, Herms' Hermsmatic celebrates the 80th anniversary of its signature silk scarves. The Hermsmatic pop-ups were originally placed in Strasbourg, Germany; Amsterdam; Munich and Kyoto, Japan before making their way to Dubai, United Arab Emirates earlier this year.

New lease on silk

Hermsmatic is styled as a luxury laundromat in the French brand's signature orange. Consumers who visit Hermsmatic are encouraged to bring along their old Herms silk scarves for some TLC.

The on-site washing machines will rinse the pre-owned scarves in either a pink or blue dye to give the silks a refresh. A dip-dye process is also available. A dryer then is used to soften the silks, which may have become tough from use.

Hermsmatic's dying process is free of charge and takes 48 hours to complete.



Herms' orange washing machines at the Hermsmatic pop-up

If a passerby comes across Hermsmatic and does not own or have an Herms scarf on her person, the pop-up will be selling a one-of-a-kind selection of the brand's signature silk patterns that have been dip-dyed.

Archival prints such as the Brides de Gala and Quadrige, for example, will be found at the pop-up.

The New York edition of Hermsmatic will be found at 90 Gansevoort Street from June 14-18.

As with Hermsmatic, Herms often produces its own pop-up concepts without a retail partner.

But in a brand first, department store chain Nordstrom teamed with Herms for a shop-in-shop promoting the brand's silks and jewelry.

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

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