

APPAREL AND ACCESSORIES

Herms tells of Canadian landscape in limited-edition silk pattern

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Portion of Herms' "Into the Canadian Wild" scarf designed by Alice Shirley; Image courtesy of Herms

By STAFF REPORTS

French leather goods maker Herms is joining celebrations for Canada's 150th anniversary by way of commemorative scarf.

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Throughout 2017, Canada has been celebrating 150 years of the Canadian Confederation. From hospitality to retail, Canadian brands and those with a presence in the market have joined in on the country's milestone.

Milestone motif

Herms has designed an "Into the Canadian Wild" commemorative scarf to join Canada's celebrations. The limited-edition 90 x 90 cm silk twill scarf features a natural scene created by artist Alice Shirley.

Ms. Shirley's silk scarf pattern shows Canada's diverse seasons, wildlife and natural habitats. The scene includes polar bears, owls, buffalo, whales and other animals that call Canada home in a setting that reflects the country's diverse landscape.

Starting June 15, the Into the Canadian Wild silk scarf will be sold across Herms' store network in the Canadian market. The brand's boutiques will also have coordinating Into the Canadian Wild window displays.



Sales of Herms' 'Into the Canadian Wild', a commemorative silk scarf pattern will benefit Evergreen Canada

"We are deeply honored to celebrate this Canadian milestone with an original Herms scarf motif," said Jennifer Carter, president/CEO of Herms Canada, in a statement.

"The Canadian landscape illuminates with natural richness and diversity, and we're pleased to link this to Herms' tradition of silk creation," she said.

Sales of the \$485 Into the Canadian Wild scarf, in-store and online, will support Evergreen Canada, an NGO that works to create greener, more sustainable cities.

Creating commemorative goods is just one way brands are helping Canada celebrate its 150th anniversary.

Fairmont Hotels & Resorts, for example, is celebrating via a series of packages and events, topped off with a video love letter to its home country.

The hospitality brand is kicking off celebrations for the country of Canada turning 150 with a video that shows its team members sharing their love and appreciation for the country. The hotel will now offer special events, amenities and programming including pan-Canadian railway packages and authentic heritage dinners at locations across Canada throughout the rest of the year ([see story](#)).

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