

APPAREL AND ACCESSORIES

## Herms puts new spin on traditional love stories

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Herms' vignette, "A Parisian Love Affair". Image courtesy of Herms

By BRIELLE JAEKEL

French leather goods maker Herms is telling the story of an untraditional romance for its latest playful vignette.

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Taking the story of a traditional Parisian romance, Herms is spinning the narrative to celebrate its leather jacket. Using tools such as dance and drama, the vignette centers on a father and son relationship to emphasize the love had for the leather jacket.

"This video tells a story and directly appeals to a consumer's emotional state," said Carrie McIlveen, U.S. director of marketing at Metia.

Ms. McIlveen is not affiliated with Herms but agreed to comment as an industry expert.

Spin on romance

"A Parisian Love Affair" is Herms' latest film advertisement that appeals to consumers through a lighthearted take on romance.

The vignette begins with a father and son drinking coffee at a caf in Paris. Speaking only in French, the son says to his father that he looks amazing and asks why.

"Well, I fell in love," the father says to his son, which perplexes the latter. The father speaks up again and says, "You wouldn't understand."

After the son begins asking what about his mother, the father replies that he has honestly never felt better, with no real answer. The son takes an opportunity while his father begins reading the paper again to swipe his hotel key.

The younger man excuses himself to make a phone call, but sneaks away to his father's room.

An energetic beat begins to play in the background as he walks up the stairs of the hotel to the room. He walks down the hall and finds room 24 and uses the key to open it.

He glances around the room until his eyes arrive on a Herms leather jacket lying on the bed. A piano beat picks up

and he looks lustfully at the jacket.

The son lies down next to the jacket and caresses the arm and seam of the leather good. The music begins in full as he puts the jacket on.

He dances around the room for a few seconds, until leaving with the jacket still on, looking satisfied.

### *Herms' A Parisian love affair*

Herms marketing

The leather goods brand is often creating interesting vignettes in an attempt to attract affluent consumers. Herms' previous film blended narrative and tutorial in content that centers on family ties.

"Tie the Knot," film brings multiple generations together to solve a tie tying conundrum. Herms often infuses its how-to features with playful storytelling, allowing these to serve as both education and entertainment ([see more](#)).

In another interesting vignette, Herms headed out to sea to evoke the fluidity of its silk accessories.

"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 ([see more](#)).

"[The video] teases you in with a cheeky happy secret of the father and piques your interest with the passion you can feel from the son about the luxury and comfort of Herms," Ms. McIlveen said. "There are also underlying tones of how their product crosses the generation gapsomething anyone can fall in love with."

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