

FRAGRANCE AND PERSONAL CARE

Herms targets millennials in latest fragrance launch

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Silk scarves inspired the Twilly d'Herms perfume. Image credit: Herms

By STAFF REPORTS

French apparel and accessories maker Herms is putting a contemporary spin on its fragrance offerings with the release of a youthful scent.

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The Twilly d'Herms fragrance was named for the narrow silk scarves of the same name. Herms' sought to create a fragrance that speaks to millennials and was inspired by the creative ways young consumers style the colorful Twilly scarves.

Florals and silks

Twilly d'Herms was developed by Herms' in-house perfumer Christine Nagel. While developing Twilly d'Herms, Ms. Nagel worked to create a lively and youthful floral scent.

To capture a youthful scent profile, Ms. Nagel selected ginger, tuberose and sandalwood. The notes each work together to create the Twilly d'Herms fragrance, but also are strong in their own right, a nod to the millennial generation.

In a collaboration across Herms' divisions, the brand's scarves designer Florence Manlik designed the Twilly d'Herms bottle. Ms. Manlik drew inspiration from a carriage lantern for the bottle shape and selected a cap that resembles an oversized hat.



Twilly d'Herms with its colorful packaging. Image credit: Herms

The bottle's neck is hand-tied with a colorful piece of silk. Bali Barret, the deputy creative director of women's at Herms, chose to dress the bottle with a "spaghetti strand of silk," reminiscent of how women wear the Twilly scarf. Packaging for Twilly d'Herms also evokes the brand's colorful scarves.

Herms will sell Twilly d'Herms at brand boutiques and select retailers beginning Aug. 28. Later this year and in 2018, Twilly d'Herms' distribution will be expanded to Latin America and China.

During Q1 2017, Herms' perfumes posted an increase of 19 percent. In the same quarter, Herms launched two new fragrances, Eau des Merveilles Bleue and Galop d'Herms ([see story](#)).

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