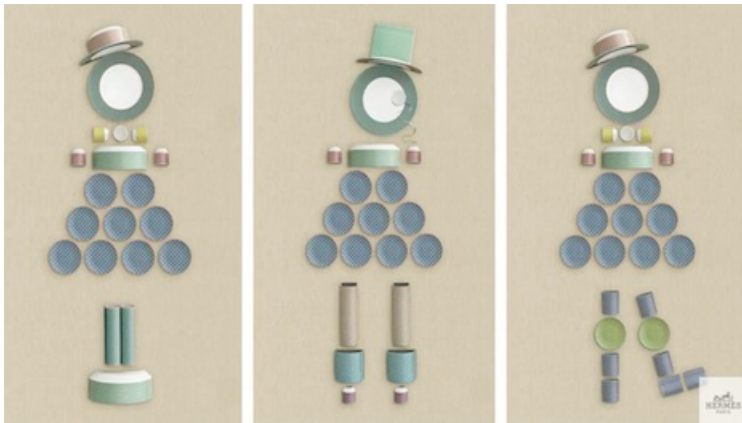


HOME FURNISHINGS

## Herms mixes it up to promote Tie Set dishes

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*Herms' Tie Set slot machine. Image credit: Herms*

By STAFF REPORTS

French lifestyle brand Herms is demonstrating how mismatched porcelain tableware can be chic and stylish.

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As millennials move away from traditional tableware sets that tend to only be used for holidays, if at all, home interior brands have had to be creative to interest the demographic. In a series of short videos, Herms looks to spur interest in its Tie Set tableware line by presenting the collection as laidback and casual, unlike the usual association with high-end china.

### Ties and tables

Both of Herms' tableware videos encourage consumers to mix and match its pieces to create a personalized look for their homes.

For its first video, Herms shows two frames on the screen. On the right are dishes, bowls and platters in mostly greens, while the left side features saucers and cups in blue.

Within seconds, the dishes begin to move to form a man and woman-shaped collection of tableware. They curtsy and bow to introduce themselves, and the man's "heart" made from a small cup, starts to flutter.

Next, the dishes jump across the dividing line between their frames to become a giant, clanging collection of plates and cups. Once they emerge and take their personified shapes again, a small boy made of plates, and holding a few balloons, stands in between them.

### *Herms - Tie Set Mum & Dad*

A similar concept expressing how the tableware in the Herms' Tie Set all complement each other is explored in the second vignette.

Using its personified dish characters, Herms shows its Tie Set collection in three frames to recreate a slot machine. When the video begins, so do the slot machine panels.

The slot machine cycles through a few characters before their torsos, heads and legs are swapped out for other combinations. At the video's end, the female dish character appears as jackpot music begins to play.

## *Herms - Tie Set Jackpot*

Herms often presents its tableware line in fun ways.

For example, Herms pushed its race track-inspired porcelain tableware line Rallye 24 by integrating it in an online game in 2013.

The game was named after the then-new tableware collection that incorporates classic racing colors such as yellow, green, red, blue and black, as well as a curved graphic that represents the oval shape of a track. In the game on Herms' Web site, consumers could navigate around Rallye 24 items on a virtual track with their vegetable game piece ([see story](#)).

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