

APPAREL AND ACCESSORIES

Herms looks to new interpretation of time through artists' lens

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Time, an Herms object. Image credit: Herms

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French lifestyle brand Herms is capturing time in a unique manner, with a special film series that becomes interactive through the use of mobile.

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Touting its watch division, "Time, an Herms object," is a unique campaign that intertwines interactive elements with avant-garde filmmaking. Leveraging QR codes and vertical video, Herms looks to stand out with its new campaign.

Interpretation of time

Herms is transporting viewers around the world to experience time in different ways on their mobile devices.

The brand looked to various artists around the world to capture what time means to them using their smartphones to produce a film representation of the idea. The 24 videos symbolize the 24 hours in a day and leverage a mobile Web site that ties it all together.



Hermès' mobile site. Image credit: Hermès

Users can scan a QR code or visit Hermès' campaign site to experience the unique take on a film campaign. Viewers can select a variety of cities they wish to visit, where an analog clock will adjust to the time zone there.

For instance, users can select New York, causing the clock to adjust to the current New York time before transporting viewers to the film that represents the city. The film showcases a New York city street in the flat iron district, where a cartoon man is featured sitting atop a clock tower on the street.

Once the video ends, Hermès informs viewers when the next New York film will air and encourages users to travel to another city such as Buenos Aires. Once users click on the next city, a similar experience occurs.



Herms' Paris film. Image credit: Herms

For instance, Buenos Aires showcases a woman entering a caf and sitting down to drink coffee, which then becomes warped, with the footage bending in a circular frame.

Along with the film initiative, Herms created a teaser short that shows a cartoon drawing of a woman overlayed on a video of a city street. She blows kisses with her hand, and each time her hand moves a street light countdown changes numbers.

Herms marketing

Herms also recently demonstrated how mismatched porcelain tableware can be chic and stylish.

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 other short videos, Herms looked 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 ([see more](#)).

Herms also gave its U.S. online flagship a new look that brings together an editorial perspective and ecommerce.

Herms' new Web site was tested in Canada this summer and launched in the United States in October. While holding onto some of the playful personality traits that are hallmarks of its brand, the new digital storefront presents a cleaner, easily navigable browsing experience ([see more](#)).

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