

APPAREL AND ACCESSORIES

Herms imagines an elegant way to travel through time

December 27, 2017



Herms' Endless Game video shows the elegant side of time travel. Image credit: Herms

By DANNY PARISI

French leather goods house Herms is promoting its men's bags through a lighthearted effort that plays with the concepts of time and elegance.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The short film, called "An Endless Game," sees a model carrying an Herms bag through the bustling city streets of New York while dodging some of the daily hazards that the city life presents. In the process, the brand is highlighting the smooth elegance of its products by showing how they can streamline a consumer's life.

Time travel

Herms has always prided itself on the simple yet elegant designs of its products, focused less on flashy embellishments and more on designs that are straightforward yet executed with precision.

Now, the brand is making this reputation literal with a short film following a man wearing Herms attire and carrying an Herms bag as he skillfully dodges his way through the chaotic streets of New York.

As he walks through the streets, the man successfully dodges an incoming cavalcade of pooches pulling their dog walker, steps around a construction site and smoothly catches a ball hurled at him by a child.



Herms short film. Image credit: Herms

The twist is that the man initially fails these things, only to look at his Herms watch, which transports him back in time a few seconds to avoid the predicament he had just found himself in a moment before.

For example, in one situation, the man steps around a corner, only to run right into another man carrying a stack of papers, sending them flying across the street. Instead, the protagonist checks his watch and finds himself back a few moments before he ran into the other man, allowing him to elegantly side step the whole problem.

The idea presented in the short film is a metaphorical explanation of Herms' intended effect of its products on a consumer's life: making it smoother and more elegant.

Creative efforts

Hermes' latest marketing efforts have all displayed this same level of storytelling, combining fun premises with a high-quality execution.

For example, Herms put on a show to put itself top-of-mind as a gifting destination.

The brand's "Little Theater of Gifts" casts accessories such as scarves, jewelry and ties as the main characters, using animated goods to tell a love story. This short film reflects the label's whimsical personality, maintaining a consistency despite the seasonal push ([see story](#)).

Similarly, Herms captured time in a unique manner, with a special film series that becomes interactive through the use of mobile.

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 ([see story](#)).

An Endless Game

French luxury companies who leverage heritage dominate as the most-valuable brands from France, but smaller houses and foreign rivals are winning out in innovation.

WPP and Kantar Millward Brown's BrandZ Top 50 Most Valuable French Brands ranks Herms as the second most-valuable French brand at \$35.5 billion. The report also notes that the top four brands ranked in the French Top 50 have also secured places in the standard Top 50 ([see story](#)).

Herms' latest campaign shows why it has achieved that ranking: clever ads and elegant execution.