

APPAREL AND ACCESSORIES

## Herms puts consumers in a stupor to build mystery

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*Herms builds its mystique with new vignette. Image credit: Herms*

By BRIELLE JAEKEL

French leather goods house Herms is mesmerizing woman from all walks of life with a new campaign that puts viewers in a trance.

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Herms' "Trompe l'il," meaning optical illusion in French, is the brand's new spot that leaves much to the imagination and entices fashion fans to look into its line of leather handbags. Herms is encouraging consumers to "devour them with your eyes," as its mysteriousness hopes to spur interest.

"Marketing campaigns that give an elusive taste of a new line, like the new Hermes' YouTube campaign, allow an anticipated build throughout the video of the product," said Marci Troutman, CEO of [SiteMinis](#), Atlanta. "Videos like this can help lead traffic to brick and mortar stores in order to touch, feel, and test the product, which in turn can lead to shares on social media and ultimately a larger number of consumers purchasing the product online.

"With this short form video of the new Hermes' bag finishing with a clear preview and the clasp is just the quick taste needed to drive traffic," she said.

Mysterious and engaging

Beginning with the opening of elevator doors, Herms' spot features a mystifying score in the background to heighten the film's mysteriousness.

The doors open to reveal a crowded elevator, with one man holding a mirror. As a woman enters the car, other females are mesmerized by something in her hand, which the mirror reveals somewhat coyly is a handbag.

A group of children are shown frolicking and playing in a backyard until the girls stop and become fascinated with something visible through a hole in the fence.

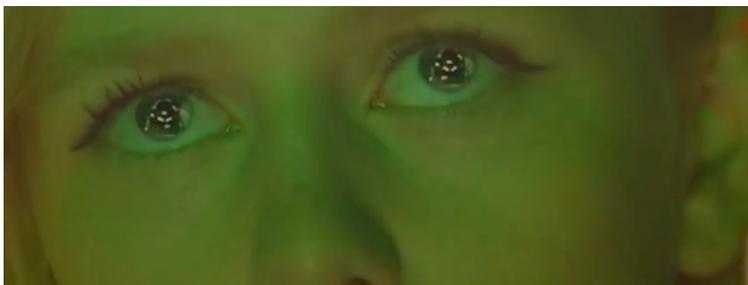
One woman is stuck in a cab in traffic, but sits up and looks out the window as if she sees something amazing. Another is seen talking to someone, but mid conversation she stops to stare at something unknown to the viewer.

In another scene, a beachgoer sits up to stare at someone walking by with a handbag that can barely be seen as well.

This scene is shown before a clip of a girl looking as though she was in a trance in a theater. Another clip features a woman who can be seen walking with a bag while another follows her and stares.

One couple is shown dancing under lights with a red hue, but mid-dance the female stops to gape at something off screen.

From there, the film cuts to an extreme close-up of a human eye. As the film widens out, it is revealed to be a girl in a movie theater in a daze.



*Herms' bags put women in a trance. Image credit: Herms*

As she continues to stare at the screen, she ignores the man she is with when he tries to speak to her.

Footage of the movie theater screen finally reveals in full what has been capturing the eye of women around the world: an Herms bag.

*Herms' new Trompe l'il vignette builds intrigue*

Herms branding

The leather goods brand also recently promoted its men's bags through another lighthearted effort that played with the concepts of time and elegance.

"An Endless Game," Herms' short film, 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 highlighted the smooth elegance of its products by showing how they can streamline a consumer's life ([see more](#)).

Herms continued its art-focused strategy by recently putting 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 more](#)).

"Campaigns that help build mystery and intrigue are a benefit to any luxury brand, the viral success through social media of a campaign such as the Hermes' video has the potential to push not only foot traffic but online traffic," SiteMini's Ms. Troutman said. "By creating videos like this, it also allows the brand to continue on for a longer timeframe, while all of the future marketing will mesh well with the brand theme."