

AUTOMOTIVE

Herms continues to spotlight its artisans with special event

April 12, 2018



Herms has opened a new leather production facility. Image credit: Herms

By STAFF REPORTS

French fashion house Herms is showing off its artisanal expertise and the heritage of its brand by bringing its annual craftsmanship exhibit to France.

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"Herms Hors les Murs" will debut in Lyon, France, known historically as an important part of the silk industry, which Herms' business is connected with. This is one of many initiatives that Herms has taken to spotlight artisans and craftsmanship.

Craftsmanship and heritage

The French label is giving visitors a look inside the art and craftsmanship that goes into its products.

As part of Herms Hors les Murs, "translated to "Herms Outside the Walls," the brand is hosting series of workshops that touch on craftsmanship and the issues plaguing it today.

The event will also feature real artisans within its business who work making Herms handbags, silk scarves, ties, watches and jewelry. Participants will get a chance to see how they are made.

Herms will also unveil a new film regarding its Saint Louis brand, featuring glass workers and sculptures that craft the glassmaking brand's products.

There will also be roundtable discussions that will dive deep into the world of artisans.

The event will take place at Palais de Bourse this spring, according to Women's Wear Daily.



Hermès' sales were up across regions and product categories in 2017. Image credit: Hermès

Hermès' history with France is extremely deep rooted and has even landed it a special award, as well as its dedication to craftsmanship.

The French minister of culture and communications awarded six artisans with the distinguished Chevalier de l'Ordre des Arts et des Letters insignia for their dedication to France's cultural heritage, including Hermès, last year.

Audrey Azoulay, France's minister of culture and communications, presented the award to six artisans on April 12, 2017 as recognition for their contributions to traditional hand crafts. The artisans work at French luxury houses that belong to the Comite Colbert, an organization that advocates and supports France's skilled artisans ([see more](#)).

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