

APPAREL AND ACCESSORIES

Herms brings consumers into its creative experience

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Herms combines experiences with film. Image credit: Herms

By STAFF REPORTS

French apparel and accessories group Herms is combining artful film marketing with experiential tactics through a new interactive event.

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Online video and experiential marketing are two of the most powerful tactics within the retail and branded industries today, as consumers become more interested in these areas. Herms is using both of these tools in a new initiative that invites fans to a special set.

Film experience

"Avec Elle," or With Her, is Herms' movie shoot experience taking place at the National Art Center in Tokyo, which has been transformed into a special studio.

Guests can make a reservation for free to be an extra or an actor on set of its film experience from July 11 to 30.

The experience is open daily, except for Tuesdays. On Fridays and Saturdays the hours are 10 a.m. to 9 p.m., while the rest of the week is 10 a.m. to 6 p.m.

Those that book as an extra will be able to take part in scenes and follow a guide through set, discovering some "secrets."

Booking for the extra activity is available in three stages, on June 20, June 4 and July 18.

Herms "film" is about a writer discovering an actress on the big screen, who he is determined to meet. She declines saying she is unavailable.

Guests are invited to reserve spaces to be an actor as the writer or actress within its film experience.

Reservations for the actor experience can be made at any day.

Herms' trailer for its filming experience

Herms celebrates art and the process behind various forms of art in many of its marketing endeavors. The French

fashion house recently documented its global impact on people through stories of creation and progress.

The brand's "Footsteps Around the World" series highlighted workers in Herms production facilities and those who have benefited due to outreach from its eponymous foundation or corporate funds. Putting a human face to corporate social responsibility may help consumers gain a better understanding of who and how Herms helps ([see story](#)).

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