

APPAREL AND ACCESSORIES

Herms sees growth across all regions, categories in H1

September 12, 2018



Herms combines experiences with film. Image credit: Herms

By STAFF REPORTS

In the first half of the year, French fashion group Herms saw its reoccurring operating profits reach an "all-time high" at 34.5 percent of sales.

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Herms saw revenues of 2.8 million euros, or \$3.3 million, an 11 percent growth at constant exchange rates and 5 percent at current exchange. The group's recurring operating income saw 6 percent growth to 985 million euros, or \$1 billion at current exchange.

"Herms achieved an exceptional performance in the first half of the year," said Axel Dumas, executive chairman of Herms, in a statement. "Our commitment to the quality of know-how, the spirit of innovation as well as the creativity, always renewed, and the dedication of the women and men of Herms, base the singularity and the integrity of our economic model; a strong model in a worldwide context that remains uncertain and unstable."

Sales and growth

Herms saw a 15 percent jump in revenue in Asia excluding Japan, reflecting the group's growth in revenue in all markets. Japan saw revenues rise 7 percent.

The Americas saw a 12 percent increase in revenues, with a new store in the United States in California's Silicon Valley and a new store in Cancun, Mexico.

Aside from France, Europe had a 7 percent jump despite exchange rates with the strengthening euro. France saw 8 percent growth. Herms saw new stores open in Monaco, Nice and Istanbul, as well as a new Web site in Europe.

In terms of categories, leather goods and saddlery had a growth of 8 percent, with demand for the label's classic styles such as Roulis, Lindy and Cinhetic bags

Ready-to-wear saw significant increases with 17 percent. Other growth includes silk and textiles at 7 percent, perfumes at 15 percent, watches at 9 percent and other at 24 percent.



Herms ready-to-wear from last year. Image credit: Herms

Perfumes saw growth thanks to Terre d'Herms and Twilly d'Herms fragrances.

Jewelry, Art of Living and Herms Table Arts drove the "other" category.

French apparel and accessories group previously Herms reported a strong first quarter of 2018 in sales growth, driven mainly by an increase in in-store sales.

The brand's first quarter revenue amounted to 1.394 billion euros, or \$1.667 billion at current exchange rates. A major portion of the growth, around 11 percent, comes from in-store sales ([see story](#)).

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