

APPAREL AND ACCESSORIES

## Herms takes guests behind the scenes into its scarf making

September 14, 2018



*Herms' Carr Club. Image credit: Herms*

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By STAFF REPORTS

French fashion group Herms is exciting the fans of its history with scarves in a new pop-up concept that will travel to various cities.

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The Herms Carr Club is a new showcase that has opened to the public in New York. The pop-up is exhibiting the brand's creativity and artistic expression in regards to its iconic scarves, says *Women's Wear Daily*.

Behind the scarf

Herms' concept shop opened on Sept. 13 at 459 West 14th St. in New York and will be open until Sunday, Sept. 16.

After New York, the pop-up will move on to Los Angeles, open from Nov. 8 to Nov. 11.

The brand is giving guests an inside look at what it takes to create the scarves.

This month, the shop will also be located in Toronto and Singapore, before opening up in Milan in November.

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Who let the dogs out? #CarreClub

A post shared by Herms official account (@hermes) on Sep 14, 2018 at 10:58am PDT

"It's a way to celebrate and have fun," said Bali Barret, artistic director of Herms women's collections, to *Women's Wear Daily*. "It's about fantasy and storytelling and color and drawings.

"Being a very old house, people think that maybe we're redesigning old scarves," she said. "The artists and illustrators are a very young generation. The scarves are very lively.

"After the computer, the younger generation is interested in hand-drawing again."

Herms' concept shop is named Carr for the French word for square, the shape of its iconic silk scarves.

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.

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 ([see story](#)).

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