

APPAREL AND ACCESSORIES

Hermès sets off on global tour in sci-fi cartoon

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Hermès is following the travels of Marie. Image credit: Hermès

By SARAH JONES

French fashion house Hermès is following an interplanetary jet setter in a futuristic animated adventure.

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“Marie’s Journey” follows the titular character’s trip around the globe, as she stops off at Hermès boutiques from Paris to Palo Alto, CA. While a space-age take on the brand experience, this social series allows Hermès to spotlight its current in-store experience.

"Luxury brands are highly experiential," said Rob Nieset, director of product marketing at [Pixlee](#), San Francisco, CA. "As shopping behavior continues to skew towards digital, luxury brands need to bridge the gap between digital channels like Instagram and in-store experience.

"Hermes' campaign blends an easily sharable Instagram story with their unique in-store experience to encourage buyers to immerse themselves in the brand," he said.

Mr. Nieset is not affiliated with Hermès, but agreed to comment as an industry expert. [Hermès](#) was reached for comment.

Global tour

Marie’s Journey kicks off in Paris, as Marie is shown touching down on the rooftop of Hermès’ Faubourg store via a pair of jetpack-enabled roller skates. The fashionista arrives and apologizes to a contact named Michael for being late, to which he replies that she is always on time.

Marie next ventures to a futuristic version of New York in which spaceships have taken the place of cars. Driving her own hovering vehicle, she reaches Madison Avenue.

Once inside the store, an associate tells her a top is perfect for her. She answers that “Hermès always makes the top of the tops.”

Continuing her world tour, Marie ventures to Tokyo's Ginza neighborhood on a motorcycle in the shape of a horse, a nod to the brand’s equestrian roots.

Reflecting the local culture in California, Marie then travels to the Palo Alto store on a skateboard.

[View this post on Instagram](#)

Episode 4: Marie has a new skateboard #Hermes In this fourth episode, Marie is heading to Palo Alto, California. Follow her adventures and discover soon her next stop.

A post shared by Hermès (@hermes) on Oct 4, 2018 at 9:12a..

Instagram post from Hermès

Finally, Marie makes a trip to Shanghai via a speedboat. While at the boutique, she says that she will miss her Earth trips.

The sales associate who is helping her replies, “It’s always a pleasure to help you in your quest!”

At the end of the tour, Marie returns home in a spaceship alongside a robot copilot. With her bevy of orange bags, the protagonist is ready for a party.

Along with her travels around Hermès stores, Marie is also appearing in cartoon panes as she gallops into Paris, takes in the outdoors or gets into a playful mood.

[View this post on Instagram](#)

Marie's nature #Hermes When Marie gets into the wild, she always reaches the top. Swipe right to discover her new journey.

A post shared by Hermès (@hermes) on Oct 29, 2018 at 9:58..

Instagram post from Hermès

Cartoon capers

A number of luxury brands have taken inspiration from comics for storytelling campaigns.

French fashion label Jean Paul Gaultier enlisted the crime-fighting prowess of Wonder Woman and Superman in an original narrative with a fragrance focus.

In honor of the limited-edition Classique and Le Male scents bearing the DC character's visages, the brand got into the superhero spirit with an episodic film series modeled after comic books. Associating these scents with the well-known characters enabled the brand to tell a new story surrounding the perfumes that originally debuted in the 1990s ([see story](#)).

Similarly, French footwear and accessories label Roger Vivier showed off its fashions through a retro-futuristic comic book-themed spring catalog.

"Super Vivier" told the story of a fashionable woman and her sidekick shoes and handbags who help her defeat boring style. By featuring its products in the context of a narrative, the brand lengthened the time consumers likely spent engaging with the new collections ([see story](#)).

"Cartoons can be a great tool for marketers because it eliminates the boundaries of real-world scenarios," Pixlee's Mr. Nieset said. "Modern marketers need to appeal to a multi-generational and global audience.

"With real-world photos and videos, the content is only reflective of the particular scenario," he said. "Cartoons grant creative freedom and allow elements of every key demographic to be incorporated into a single asset."

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