

APPAREL AND ACCESSORIES

## Herms takes its accessories on stage for seasonal campaign

November 5, 2018



*Herms releases its Herms On Stage campaign with The Audition*

By BRIELLE JAEKEL

French fashion house Herms is assigning two comedians the role of a lifetime, challenging them to take on a series of seven roles by using its accessories as props and costumes.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

In Herms' new film, two actors audition for an unseen director, responding to a number of quick-paced situations thrown at them while modeling 32 of the brand's accessories. This short showcases the diversity of roles that Herms can help consumers fill while also playfully promoting the collection.

"Herms is employing social video and comedian ambassadors in a manner that can connect with viewers but doesn't taint its polished high-fashion image," said Drew Traeger, associate at [Digital TM](#).

### Auditioning with accessories

"These comedians know how to play with Herms' new collection. Meet the most glamorous cast of the season," says the brand of its latest advertising campaign online.

"Herms on Stage" begins with a dark theater, as the two actors walk downstage. As they do, a man in the audience directs them to "get into character."

The Hippie, The Secret Agent and The Captain are a few of the characters the actors are hoping to portray. In a number of back-to-back clips, they get into their roles by adopting simple costumes such as bracelets, a black turtleneck or a periscope.

Told to perform, the actors then portray their various roles by repeating the phrase, "Who am I?"

The film continues to show just the actors as more characters, featuring its accessories line in the process.

Moving on, the two begin performing a number of vocal exercises before being instructed to be silent by the unseen director. The actors become perplexed when they are instructed to "be a cat."

Both thespians continue to complete various tasks. The film ends with the actress questioning if she got the part, as she says, "I'm the only one here."

### *Herms' latest video*

This segment of the campaign, titled "Audition," is the first of the "Herms on Stage" series, in which the actors will showcase the brand's season of products of its women's and men's lines.

#### Herms on film

In another unique campaign, the French fashion house followed an interplanetary jet setter in a futuristic animated adventure.

"Marie's Journey" follows the titular character's trip around the globe, as she stops off at Herms boutiques from Paris to Palo Alto, CA. While a space-age take on the brand experience, this social series allows Herms to spotlight its current in-store experience ([see story](#)).

Herms also recently combined artful film marketing with experiential tactics through an interactive event.

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 used both of these tools in an initiative that invited fans to a special set ([see story](#)).

"Brands must use social video in unique ways, like Herms' video, connecting with unique ideas and captivating storylines," Mr. Traeger said.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.