

APPAREL AND ACCESSORIES

Herms paints picture of global flagship in podcast

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Herms is launching its first podcast. Image credit: Herms

By STAFF REPORTS

French fashion house Herms is delving into its iconic Parisian address in its first podcast series.

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"The Faubourg des rves," or "The Faubourg of Dreams," features stories and memories from individuals including Herms artistic director Pierre-Alexis Dumas and Antoine Platteau, who designs the store's windows. Podcasting has become an increasingly popular storytelling medium for luxury brands, giving them a long-form means to engage with consumers.

Dream diaries

Herms' podcast is centered on the idea of dreams, which is the brand's marketing theme for 2019.

The series centers on the daily routine at the house's 24 Rue du Faubourg Saint-Honor store.

In the first episode, Mr. Dumas explains his role as the "captain of the ship."

Mr. Dumas is a descendant of the founder of Herms, Thierry Herms. As he speaks, he describes his office, his perspective on the house's iconic address and memories of his father, the former CEO of the brand.

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Tune into the daily life of the Parisian 24, Faubourg with Herms podcasts. Listen to Pierre-Alexis Dumas, Artistic Director, the dream master. Discover all the episodes [#LinkinBio](#) [#HermesDreams](#)

A post shared by Herms (@hermes) on Feb 15, 2019 at 9:01am PST

Instagram post from Herms

Later episodes feature other personalities who work behind-the-scenes. Camille Parenty directs the store staff, while Mnould de Bazelaire oversees the mile Herms museum.

The series is available on Herms' Web site, and is also available to stream via Apple's Podcast application.

Storytelling is a central part of luxury brand building today, but some marketers are thinking beyond text or video to share their perspectives.

A number of brands including Chanel and Harvey Nichols have developed podcasts, looking to the medium as a means of connecting with consumers over audio. While still a relatively new concept for marketing, podcasts offer an appealing audience for luxury brands ([see story](#)).

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