

APPAREL AND ACCESSORIES

Herms crosses the line to downtown

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Herms opens a new store in the Meatpacking District

By STAFF REPORT'S

French fashion house Herms is ushering in a new store in downtown New York with an event to showcase its innovation to customers.

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Past the famed High Line park, Herms' new Meatpacking District store is said to embrace craftsmanship, creativity and innovation. The fashion label is inviting customers to come in and experience the new space in a special event on April 5.

Branching to downtown

Herms is inviting consumers to "cross the line" to downtown and check out its new location.

The Meatpacking District in New York is rooted in history, which Herms believes is a parallel to its own brand. The two-story building features restored ironwork and yellow brick to showcase Herms' brand spirit while also embracing the history of the neighborhood.



Herms combines experiences with film. Image credit: Herms

"Herms unveils a new Manhattan address in the heart of the Meatpacking District," said the brand in a statement. "A cobblestone's throw away from the Whitney Museum & the Highline Park, this store celebrates the unique legacy of

the French house and the downtown New York neighborhood with a shared embrace of craftsmanship, creativity and innovation."

The French fashion house also took to innovation beyond bricks-and-mortar with another new launch. Herms is delving into its iconic Parisian address in its first podcast series.

"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 ([see story](#)).

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