

FRAGRANCE AND PERSONAL CARE

Herms honors natural elements in fragrance campaign

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The new Terre d'Herms campaign gets hands on with the earth. Image credit: Herms

By STAFF REPORTS

French apparel and accessories maker Herms is getting in touch with its naturalistic side in a new effort for its Terre d'Herms men's fragrance.

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The vignette follows a man exploring a desolate environment with his bare hands to truly get a feel for the earth. While less playful than other Herms campaigns, the effort still emphasizes the handcrafted nature that is at the core of the brand's luxury goods.

Herms origins

Model and actor Wal Sersoub is the new face for Terre d'Herms, which translates to "The Earth of Herms."

In the new film, Mr. Sersoub finds himself alone in a rugged desert landscape. A bell tolls to mark the start of his journey as a dramatic instrumental serves as the ad's soundtrack.

Terre d'Herms shows a venerable relationship between man and earth

Mr. Sersoub treks up a high hill of sand, pausing to feel the sand and sun on his face. Once darkness falls, he presses his body against the ground, feeling the coarseness of the rocks and droplets of groundwater.

This is a moment of respect and appreciation for what nature is offering man. Slow closeups show the detail and beauty of the natural landscape, including rocks and water.

A fiery glow illuminates Mr. Sersoub's face and the morning light reveals the golden bottle of Terre d'Herms. The spot concludes with the tagline, "The strength of the origins."

The film speaks to the earthy scent of the cologne, which has notes of grapefruit, black peppers and flint.

Previous efforts around Terre d'Herms have also focused on its natural elements.

The Terre d'Herms cologne was launched in 2006 by Jean-Claude Ellena, and is a "water somewhere between the earth and the sky. A journey imbued with strength and poetry," according to the brand.

In an earlier promotion, Herms asked consumers to "take an image of the earth, add a little sky and shake through a kaleidoscope." Consumers were able to share stills of Herms' kaleidoscope simulator on social media ([see story](#)).

Herms saw strong growth in the first half of 2019, including growth of 3 percent in its fragrances business ([see story](#)).