

EDUCATION

How does Herms define its innovation?

February 19, 2020

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Herms is clear: Innovation is a state of mind at its company. Image credit: Herms

By LUXURY DAILY NEWS SERVICE

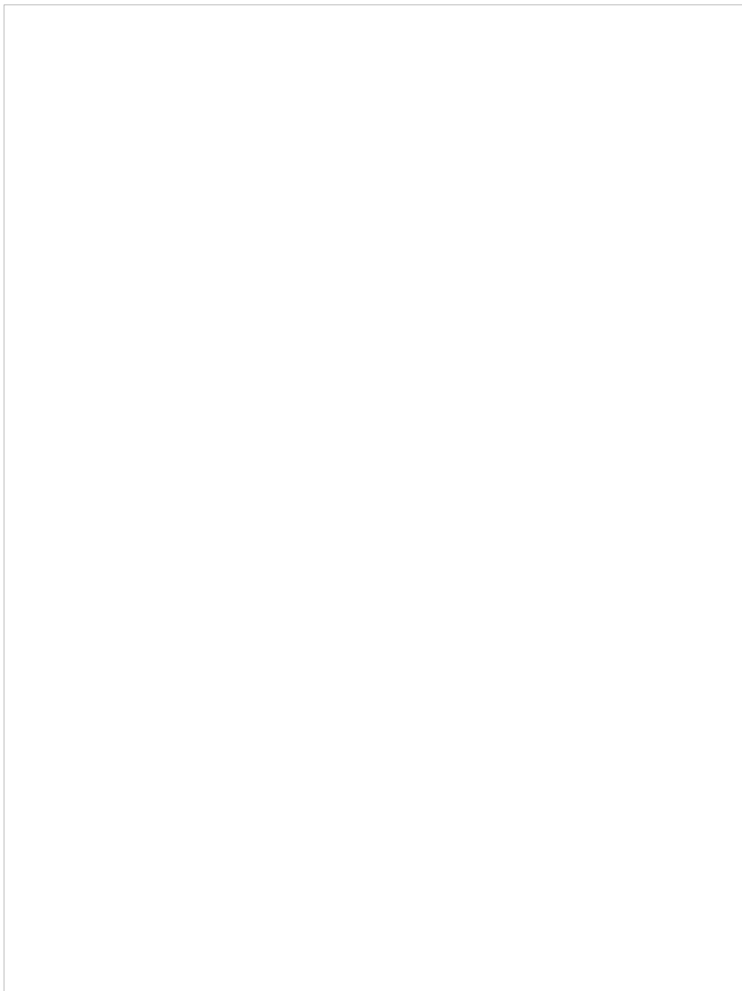
French fashion and leather goods giant Herms has gone to some pains to explain its take on innovation as rivals LVMH and Kering group brands up the ante in touting their craftsmanship, quality, creativity and bespoke elements.

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So lest consumers forget, **Herms** rolled out an email Feb. 18 and sponsored a press tour last week in New York to emphasize its in-house innovative chops.

"At Herms, innovation is a state of mind," the Paris-based company said to its email list of consumers. "Curiosity, ingenuity and the mastery of know-how come together on a daily basis.

"Creative strength and imagination are at the heart of the perpetual movement that drives the house and shapes its objects."



Here, in Herms' words, is the marketer's take on its innovation:

Innovation by Herms

Innovation is the result of a constantly renewed creative gesture.

It accompanies the momentum and spontaneity of creation while remaining true to the past. At Herms, innovation is the perpetual motion of the house's spirit.

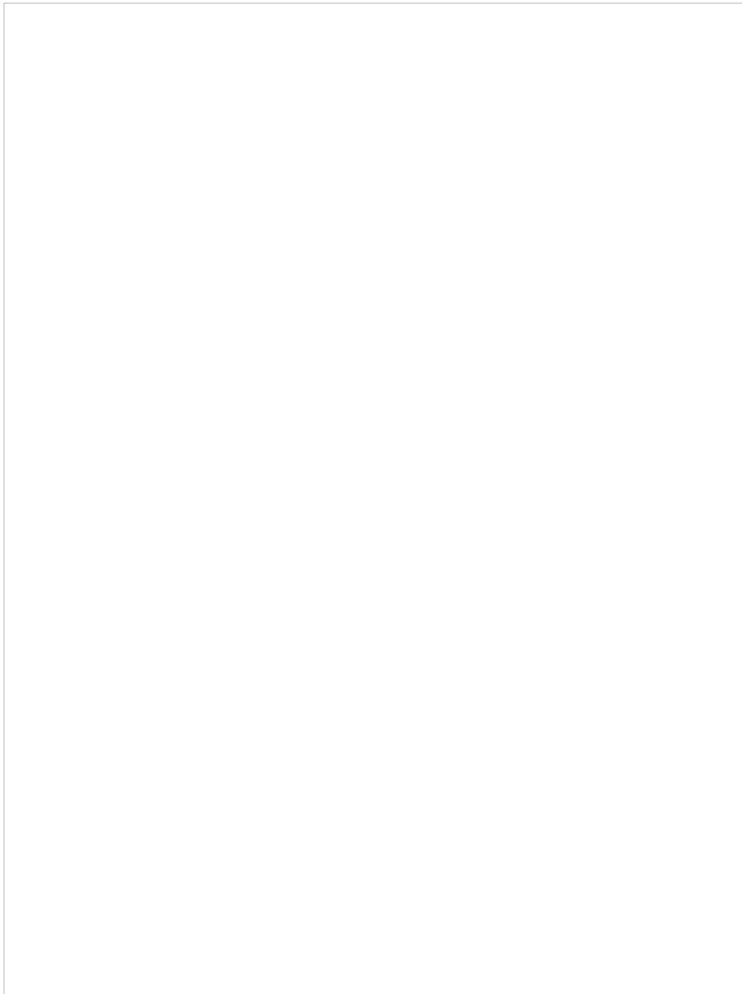
For designers and artisans, materials, know-how and attention to detail are merely the tools required to bring innovation to the fore.

For the genesis of an innovative gesture.

Innovation in materials

Material embodies form and feel, and evokes the strength of the senses, from the artisan's hands to the customer's.

Materials are exacting. Together, hand and eye select the finest quality, transforming innovation into a sensory experience.



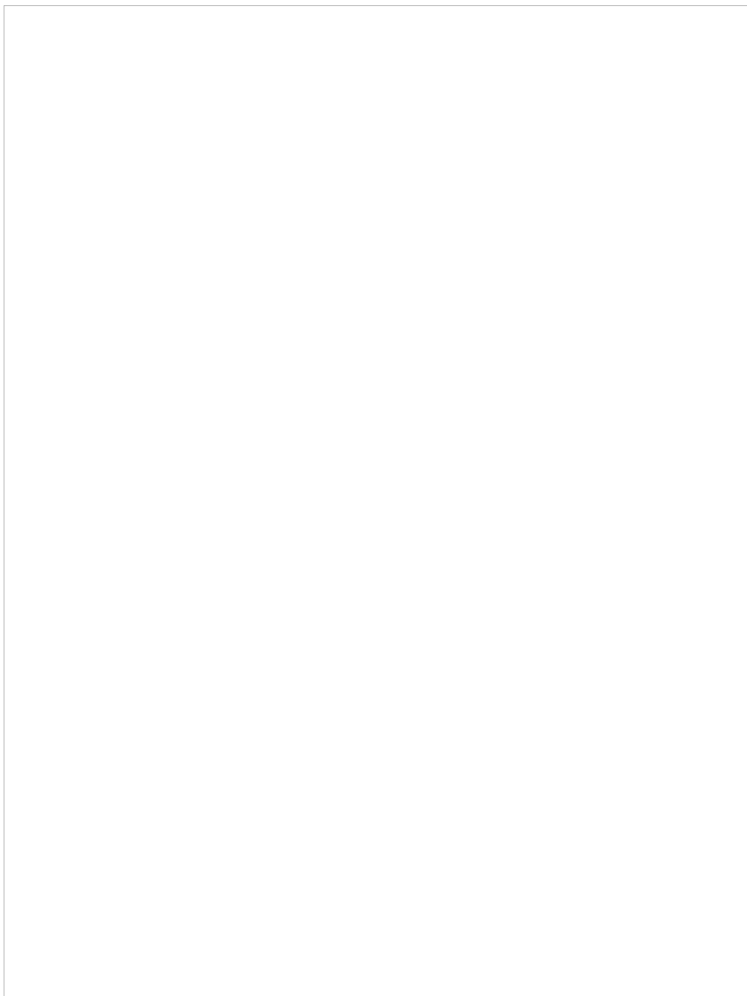
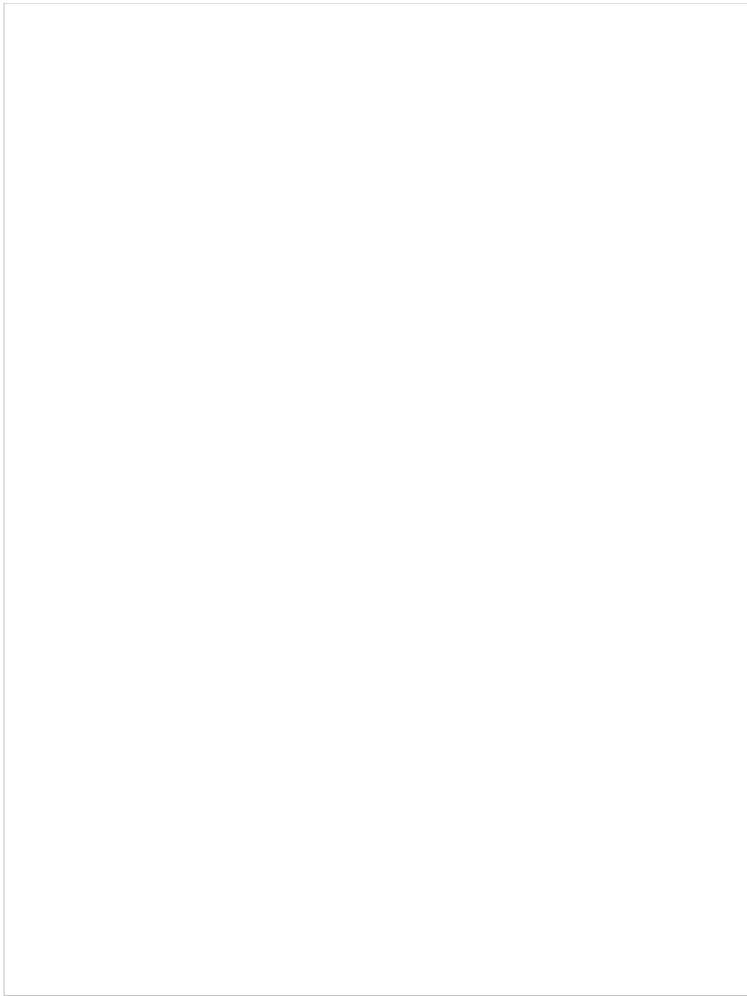
Men's three-button shirt-jacket in a patchwork of overdyed silk scarves.

Collier de chien and velyne cuff bracelets in anodized and mass-colored aluminum. In Tropical orange, sunshine yellow, Aegean blue, and rouge H, the cuff bracelets are adorned with a perforated H or with pyramid studs.

Innovation in know-how

From a process or a technique, a guiding principle becomes unique know-how and, before long, a legacy.

Discovering new skills, experimenting and innovating engenders iconic objects.



Extensive research has given rise to new know-how in working with silk. A technical innovation now allows silk to be printed on both sides with the same design, but in different colors and in a different way. Double-sided 90 x 90

cm scarf, Wow design, in pink silk twill. Two scarves in one!

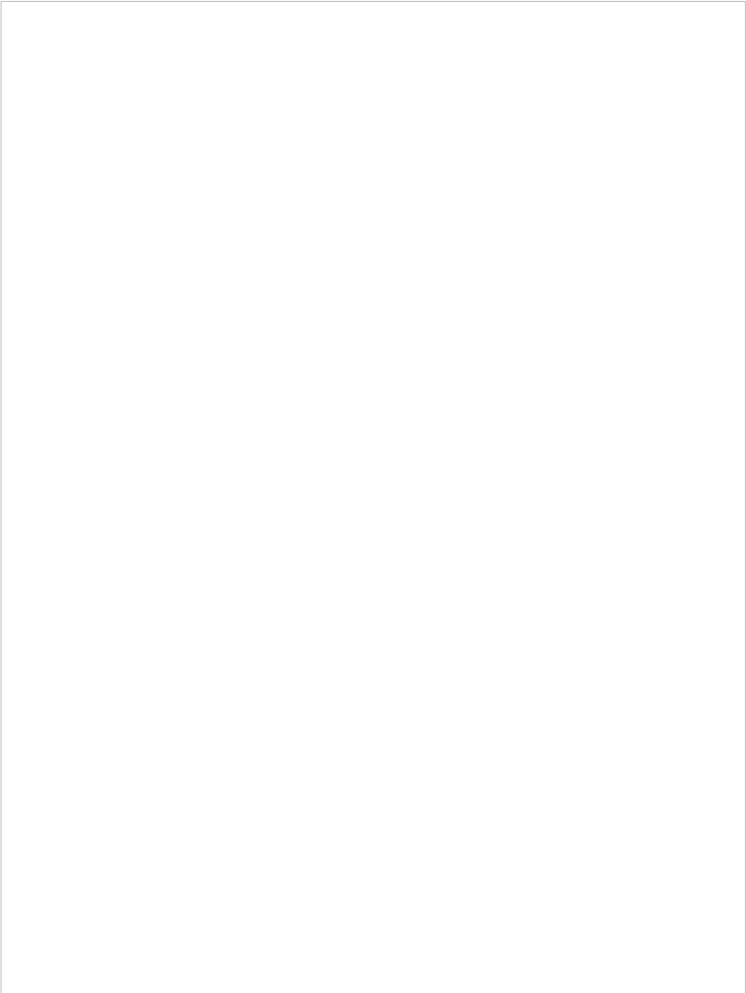
It takes an artisan more than 24 hours of table work to make a Chane d'ancre tote in Barnia leather. Each leather link is crafted from the same piece of leather.

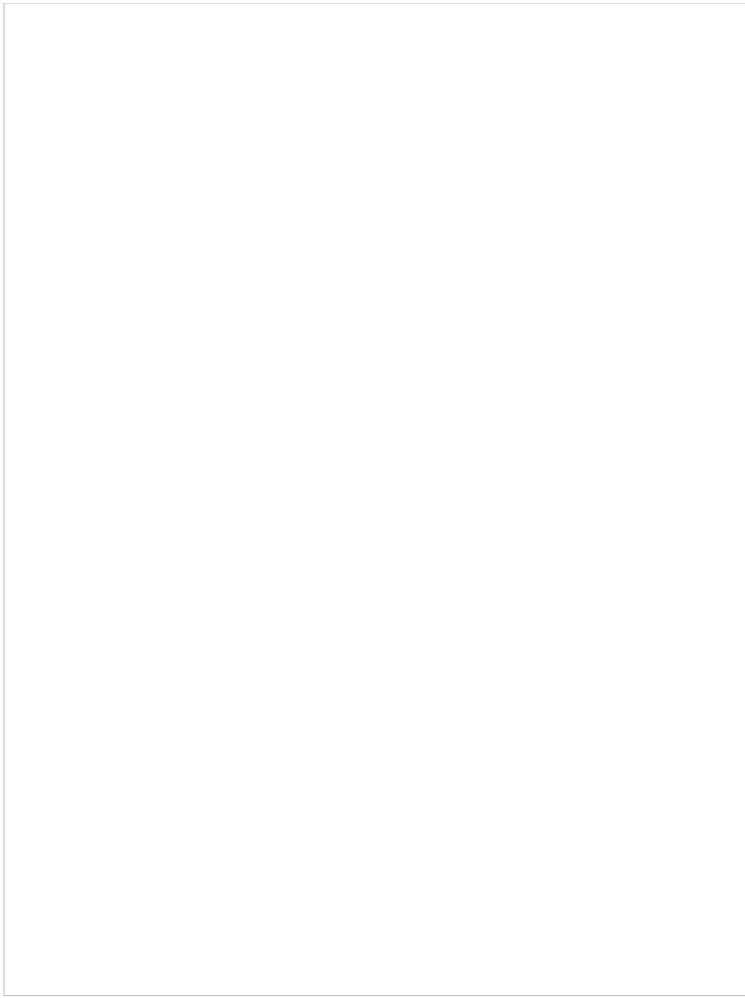
Men's double-sided 90 x 90 cm scarf, C'est la fte design, in silk twill. Back to front.

Innovation in details

Whether subtle or assertive, detail is the end result of careful thought; it defines the silhouette or complements a material; it innovates.

At Herms, detail always has a purpose.





Plastron jumper, in double-face silk knit with open back, and tri-buckle details in palladium-finish metal.

Men's straight-cut jacket in bubblegum pink technical cotton gabardine with zig-zag top-stitching.



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