

APPAREL AND ACCESSORIES

## Herms: What happens when Kelly came to town?

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*Herms is going for entertainment value with its Kelly bag placed in an American Wild West setting, relying on house codes and its equestrian theme. Image credit: Herms*

By LUXURY DAILY NEWS SERVICE

French fashion and leather goods brand Herms has debuted a new short film for its famous Kelly handbag set in the American Wild West.

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The 66-second film, titled "When Kelly Came to Town," shows a mysterious woman and her two opponents going after the reward for catching the Kelly bag.



*She means to collect the reward: Herms film for the Kelly bag. Image credit: Herms*

### Making a scene

The film shows a reward for the lost bag being nailed to a post. A woman rides into town and steps into the saloon. She asks for the owner of the bag. The bartender then replies that the owner of the bag would not be there till sundown.

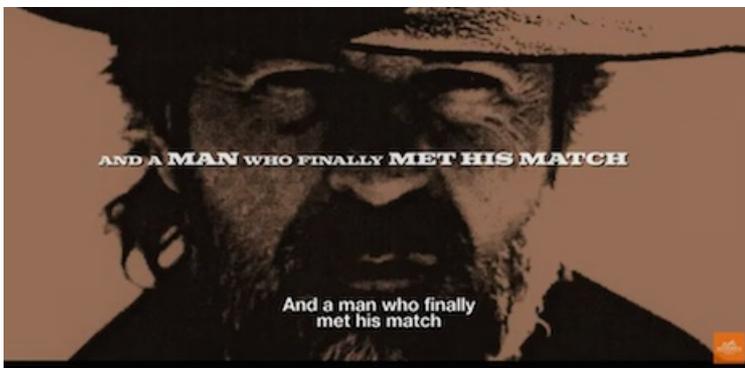


*The star of the Herms film: the Kelly bag. Image credit: Herms*

Stepping out of the bar, she confronts another man and his henchmen in a classic Western showdown scene, with grimaces and stare-downs.

What do we know about her, asks the woman's contender for the reward in the preceding scene?

The bartender replies, "She's tall, she's blond, she's French."



*Kelly bag reward contender in Herms Wild West film: He has met his match. Image credit: Herms*

The **Kelly**, along with the Birkin, are the two most sought-after handbags in the Herms lineup.

Movie actress Grace Kelly, later Princess Grace of Monaco, used the bag to hide her baby bump. Hence, the bag taking on her maiden name, just as model Jane Birkin lent her name to the Birkin.

The one modeled in the film is a Toile de Camp Dchane version with equestrian accents, mixing canvas with leather. It is not listed on the Herms Web site.

Herms joins a parade of luxury marketers pushing their handbag and leather goods lines in recent days.

Bulgari, Gucci, Moschino, Roger Vivier and Louis Vuitton are running digital marketing campaigns promoting handbags in a move to plug classic luxury at a time of economic uncertainty ([see story](#)).

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