

MARKETING

Herms is playfully busy on Instagram

May 4, 2020



Still from short video for 24 colors in the Hermes Beauty lipstick range. Image credit: Hermes

By LUXURY DAILY NEWS SERVICE

Instagram has almost become the heartbeat of some luxury brands. So what is French fashion and leather goods giant Herms doing to keep its pulse and its followers' racing since its [American Wild West-themed film campaign](#) for the Kelly bag broke early April?

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The Instagram curation, mindful of the atmosphere around the COVID-19 coronavirus outbreak and home lockdown, is interesting and eclectic: revisiting the archives for glimpses of old campaigns and artwork, employees' re-interpretation of classic scarves' designs, films on home furnishings and fashion goods, quaint cartoons with equine themes, origin stories and a bold push for Herms' newest beauty product, the lipstick range.

Start with the posts on origins. How did Herms get the orange box with brown ribbon on the edges? In Herms' words:



Many colors of Herms boxes. Image credit: Herms

"World War II was nearly over, wartime shortages were not. The box that defined Herms elegance was no longer available: no gold-trimmed cream or beige anywhere. The only choice left? Orange, the color nobody wanted. Faced with that or nothing, the orange Herms box was born. And with it a new symbol of elegance. The warm tone and grainy texture reflect the house's leather heritage. Made vibrant with 1960s exuberance, our new look was complete."



Herms Birkin, the other bag not named Kelly. Image credit: Herms

A famous Herms bag that is not named Kelly?

"It's 1984. On a Paris-London flight, a woman is seated beside a man. Perfect strangers. Once in the air, she searches through a shopping bag in the locker above her. Disaster! The contents fall out all around. The man helps her pick everything up. Speaking French with a strong English accent, she complains that she can't find a bag to hold all her stuff. The man is Jean-Louis Dumas, the artistic director of Herms. Pure chance put them together. They chat, he sketches. Listening to her wish list he designs a bag, before they land, that will take Paris by storm. Named for that same young woman, a certain Jane Birkin."

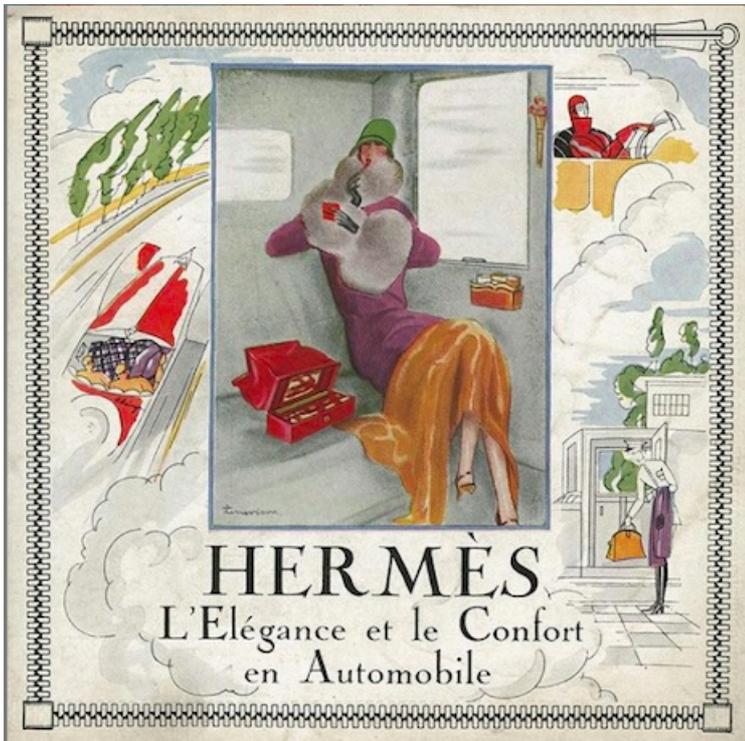


Hermès Cape Cod watch. Image credit: Hermès

The loopy inspiration for the double strap?

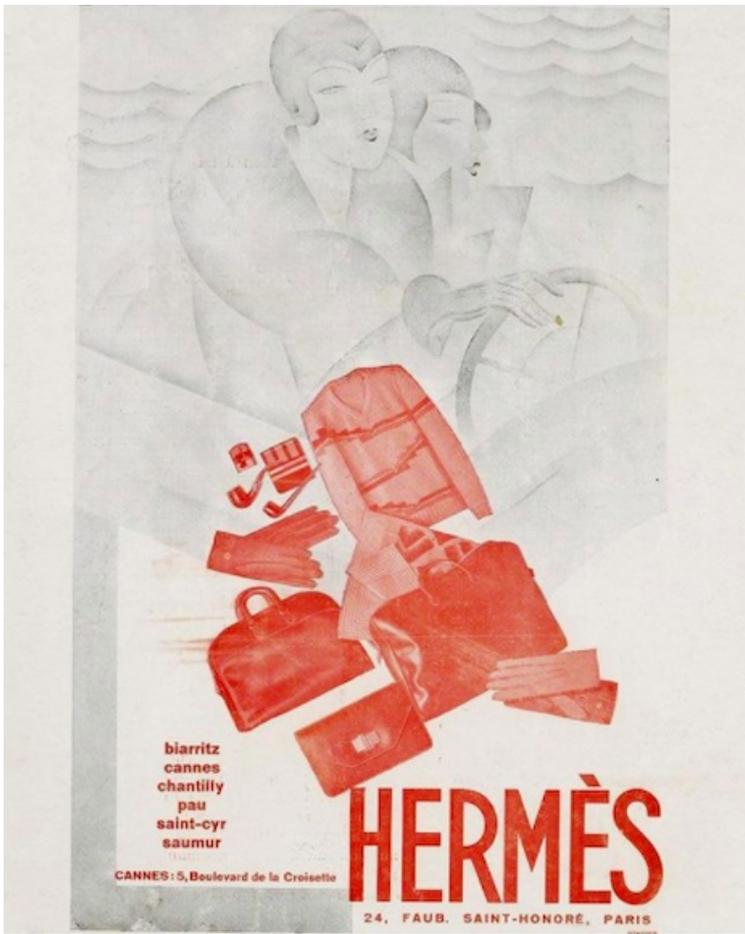
"Strange but true. Picture an art student in the late 1970s exploring the flea markets of Antwerp, Paris and London. One day he spotted an old suitcase. Fascinated by a long leather strap looped twice around it, he went home and tried the same look around his waist. Interesting. Life moved on and so did the young man, Martin Margiela. From 1997 to 2003 he was artistic director of Hermès women's ready-to-wear collections. One day in 1998, the vision of that old double tour around the suitcase came back to him. Eureka! He invented the iconic double tour strap for the Cape Cod watch."

Throw in some nostalgia for the good old days ...



Hermès 1925 Motoring Style catalog. Image credit: Hermès

And some more ...



Hermès 1929 travel goods ad. Image credit: Hermès

A little bit quaintness does not hurt, embellished by house codes.



Inhale! Exhale! All together!

Stretching, but not too much for Hermès. Image credit: Hermès

And a few videos to reflect the objects of a good life ...

Video 1

[View this post on Instagram](#)

A post shared by Herms (@hermes) on Apr 30, 2020 at 9:05am PDT

Video 2

[View this post on Instagram](#)

A post shared by Herms (@hermes) on Apr 29, 2020 at 9:00am PDT

Video 3

[View this post on Instagram](#)

A post shared by Herms (@hermes) on Apr 28, 2020 at 9:00am PDT

Oh, yes, the lipstick ...

[View this post on Instagram](#)

A post shared by Herms (@hermes) on Apr 21, 2020 at 9:00am PDT

And the one video that got a strong reaction and so intentioned ...

[View this post on Instagram](#)

A post shared by Herms (@hermes) on Apr 19, 2020 at 9:00am PDT

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