

APPAREL AND ACCESSORIES

Hermès film on missing Mosaïque au 24 bag ignites spark of new romance

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And there sat the Hermès Mosaïque au 24 bag, waiting to be found for a Parisian romance to bloom. Image credit: Hermès

By LUXURY DAILY NEWS SERVICE

French fashion and leather goods giant Hermès has launched a short film promoting its Mosaïque au 24 bag in a continuation of a series focused on its handbags.

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The Mosaïque au 24 bag finds itself at the center of a love triangle. Left behind on a public bench in a Paris park, it is soon found by a young man. Inside, he finds a postcard and an address. This is the start of a love story tinged with Parisian romance.



The Mosaïque au 24 bag is found. Image credit: Hermès

Narrated in French with English subtitles, the 65-second video comes six weeks after Hermès debuted a short film for its famous Kelly handbag set in the American Wild West.

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 ([see story](#)).



And there is a postcard inside with an address ... Image credit: Hermes

Floored by mosaic

The latest addition to the line of structured bags inspired by the Constance, the **Mosaque au 24** reveals a subtle and emotional performance behind its unique clasp that is suited for this leading role.



Knock, knock ... Image credit: And there is a postcard inside with an address ... Image credit: Hermes

The result of the combined expertise of leatherworkers and silversmiths, it redefines the concept of the handbag with complete simplicity, and could well win the best newcomer award in its category, according to Hermes.

The bag's architectural silhouette resembles a small box, decisively elegant and urban with its shoulder strap, potentially making it the new face of French cinema.



OOh, how nice ... Image credit: Hermes

The bag is made of Epsom calfskin.

Clasp

Every great actor has a signature look, a smile, a tone of voice. For the Mosaque au 24 bag, it is its sculptural and geometric clasp inspired by the floor mosaic in the flagship store at 24 Faubourg Saint-Honor. It draws on its history to offer a free, modern and innovative interpretation of this motif, per Hermes.



And they are off to the races ... Image credit: Hermes

Behind the lines of this tactile square of metal lies a clever push-button system that opens at the touch of the fingertips, revealing unexpected sensitivity.

The Mosaque au 24 bag is priced at \$7,600, compared to the In-the-Loop To Go Pouch's \$2,425, Constance Long Wallet's \$5,200 and Garden Party 49 Voyage Bag's \$4,425.

Hermes: The Forgotten Bag

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