

APPAREL AND ACCESSORIES

## Herms beckons consumers to storybook world of Della Cavalleria

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*In this legend, the Herms Della Cavalleria handbag is the star. Image credit: Herms*

By KATIE TAMOLA

French fashion house Herms is making its handbag the hero in a new campaign modeled as a satirical fairytale.

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In "The Legend of Herms Della Cavalleria," Herms awes viewers with the restorative and mystical powers of the fire-engine-red handbag. In an enchanting and clever short film, viewers are immersed in a story where the sleek and stylish Della Cavalleria is sought after by all, mirroring its real-world versatility and appeal.

"Herms has always embraced using new creative lenses and venues to introduce and market their products," said Rebecca Miller, founder/CEO of [ARTful Communication](#), New York. "The takeoff on a storybook theme offers yet another methodology for Herms to reach a younger market without diminishing their brand.

"It is on one hand an unexpected approach, yet they use this new campaign to demonstrate their disciplined approach to evolve on all fronts," she said. "It moves away from a single source that a celebrity offers by expanding their characters using historical references in a lighthearted style."

### The Legend of Herms Della Cavalleria

The vignette opens with a Herms insignia with a horse, reminiscent of the roaring lion Metro-Goldwyn-Mayer shows before its feature-length films. It is immediately clear the spot is entirely modeled after a movie trailer.

There is also dramatic and deep-voiced omniscient narrator, solidifying the campaign's cinematic approach.

*A tale of a mythical bag that gives supreme power to whomever wears it*

A woman stares towards the sky, followed by a shot of a castle.

"In a land where evil prevails, legend told of a bag whose power gave the wearer the strength to conquer all," the narrator begins.

A suspenseful soundtrack permeates as the same young woman is presented a red Herms Della Cavalleria handbag on a pillow, a humorous allusion to Cinderella being presented her missing glass slipper. The bag's magical powers quickly become clear as the protagonist realizes she must flee from a greedy, evil queen looking to usurp the Della

Cavalleria.

Equal parts dramatic and satirical with the villains, princes, castles and magic of fairytales spliced together throughout the film there is only one star.

The Herms Della Cavalleria is in the spotlight. The handbag is the main character, the mythical hero.



*The beloved Herms Della Cavalleria handbag. Image credit: Herms*

The young woman who has possession of the bag dodges soldiers, greedy paramours and a wicked queen to protect the stunning, scarlet source of power. Finally, she stands in a sea of destruction after battle, wearing the Herms Della Cavalleria.

"They can try to take it from me, but I will never let it go," the young woman says at the end of the film.

Movie moments

Herms is one of many labels recently adding a cinematic touch to their marketing.

In January, Italian fashion house Salvatore Ferragamo took inspiration from iconic filmmaker Alfred Hitchcock for its suspenseful spring/summer 2021 campaign.

The label collaborated with Oscar-nominated director Luca Guadagnino for a short film featuring an ensemble cast that sports products from the brand including the slingback VIVA, new top-handled Trifolio bag, Studio bags and other products. The film specifically includes a new cylinder-shaped bag that is meant to emulate a meaningful prop from Mr. Hitchcock's 1964 film, *Marnie* ([see story](#)).

In April, France's Saint Laurent had fashion lovers reaching for a glass of water after premiering a surreal film for its spring/summer 2021 campaign.

The nine-minute short film, entitled "French Water," takes viewers into a dreamy, eerie world directed by Jim Jarmuch and featuring designs from creative director Anthony Vaccarello. The star-studded cast navigates a capacious setting, post-dinner-party, while mysteriously reappearing in different products from the latest collection ([see story](#)).

Like most great movies, the new Herms effort leaves viewers entertained and yearning to replicate the excitement of what they just experienced.

"What makes this advertising effective, is in the choice of using a visual communication that addresses their customer's desire to part of the experience rather than just to view an item," Ms. Miller said. "It allows the consumer to play a more authentic role in the introduction experience and evolves from a two-dimensional to a three-dimensional marketing strategy reflecting Herms' ethos."