

APPAREL AND ACCESSORIES

Herms applauds artisans in inspiring campaign

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Herms is showcasing the talents behind its luxury goods. Image credit: Herms

By SARAH RAMIREZ

French fashion house Herms is highlighting what makes it a unique force in luxury with a new series celebrating its employees.

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In its four-part "Herms Talents" series, the maison puts its employees front and center and empowers them to speak about their career paths. Through this effort, the brand looks to differentiate itself with its dedication to craftsmanship, with processes honed over generations.

Spotlight on talent

From its beginnings as a Parisian harness workshop in 1837, Herms has grown to an independent luxury powerhouse with more than 16,600 employees around the world a handful of whom are featured in the new video series.

Each video begins with cheerful music and colorful opening titles, capturing the Herms aesthetic. The spots each run about three minutes, for an in-depth look at house employees with various backgrounds and specialties.

The new Herms showcases employees from different departments

The series also launches months after the brand opened the cole Herms des savoir-faire, which welcomes people of all backgrounds who aspire to becoming artisans and developing their manual skills.

Herms Horizons designer Jens Paulus appears in the first video, "The freedom to create." He explains his creative process, and how an idea evolves into a sketch, mockup and then the final product.

Crafting objects has been part of Mr. Paulus' life since his childhood, and he has found a home at Herms where his curiosity and creativity can thrive. He praises the brand for focusing on durability and natural materials.

"At work, it's important to be given the freedom to be able to express yourself," Mr. Paulus concludes. "The only limits are your imagination and your know-how."

The second video, "Reinvent our métiers," features Servane Levent, a logistics sector manager at Herms. She has an

engineering background but was drawn to the brand because of its product range, innovation and expertise.

In addition to footage of Ms. Levant in a sit-down interview and on the warehouse floor, the vignette shows the meticulous detail paid to packaging goods from Herms.

"Build bespoke careers" is the third episode and spotlights Manuela Bosle, the director of the Herms workshops in Paris. After a few years working at a law firm, she began pursuing a career in leatherwork before ultimately starting her nearly three-decade career at the maison.

"Leading a team is about supporting the artisans, helping them to develop know-how and progress in their jobs and in their careers," Ms. Bosle says.

She also elaborates on the brand's philosophy.

"We are taught that we don't make luxury products at Herms," Ms. Bosle adds. "We make products that can be passed on, that are repairable."

Finally, the series wraps up with "Join a responsible house" in a more blatant bid for prospective employees. This chapter is centered around Claudine Khamkhing-Bruti, a sustainable construction manager at Herms.

While the earlier episodes each touched on sustainability in various ways, it is at the forefront of the fourth video.



Sustainability is a common thread in the Herms Talents series. Image credit: Herms

In her role, Ms. Khamkhing-Bruti helps the brand meet its sustainable construction guidelines, including carbon footprint reduction, biodiversity, indoor air quality, local sourcing and environmental health. She also explains how new construction incorporates design elements that honor the brand's heritage.

"The meaning of my job, my work at Herms, can be summed up as making something beautiful," Ms. Khamkhing-Bruti says. "Making something beautiful and sustainable for the artisans who make beautiful objects."

Behind the scenes

Herms is the latest luxury brand to prominently feature its employees and craftspeople in an extensive campaign.

Earlier this year, French luxury conglomerate LVMH Mot Hennessy Louis Vuitton launched a new series highlighting the top employees behind many of its illustrious brands.

"The Doers" takes consumers into the hearts of those who work tirelessly to make LVMH one of the leaders in the luxury business. In the series, employees talk about their passions for their professions and what inspires them day-to-day, especially amid such a challenging landscape ([see story](#)).

Similarly, LVMH-owned French beauty brand Guerlain shared the thought and care that goes into crafting its renowned products in a new behind-the-scenes series.

"Soul of Craft" stars some of the employees who thoughtfully and passionately help construct Guerlain fragrances and cosmetics. The series showcases the team's savoir-faire, illustrating Guerlain's constant strive for excellence ([see story](#)).