

APPAREL AND ACCESSORIES

Herms offers taste of spring with free-spirited campaign

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Herms celebrates its bright yet relaxing spring/summer 2022 collection through film. Image credit: Herms

By NORA HOWE

French fashion house Herms is getting into the spirit of warmer weather with its colorful and lighthearted spring/summer 2022 campaign.

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With bubbles continuously floating across the screen, the spring/summer 2022 film evokes the feeling of floating through the air. Candidly titled "Lighthearted," the film celebrates the collection's bright color palette as well as the brand's playful focus on remaining carefree.

"This campaign is unmistakably Herms," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York. "The imagery showcases the perfect balance of French retro combined with joyful intellectualism.

"This would be the real *French Dispatch* that combines beauty, craftsmanship and all sorts of improbable situations that give the Herms brand its signature ethos of striding out of reality to face the absurd with humor and tenacity."

Lighthearted

The film, which is edited in a way most reminiscent of Wes Anderson's idiosyncratic filmmaking style, opens on a young individual climbing a ladder to adjust a channel letter sign reading, "Herms Sellier."

It cuts to another young man who rides his bike with a small dog sitting comfortably in a basket in front of the handlebars. A ragtime-style piano soundtrack gives the film cheerful energy.

Herms' spring/summer 2022 collection reminds audiences of warmer days

Bubbles float through the air and across the screen effortlessly until eventually the music picks up and Herms' iconic silk scarves fly through the air like magic carpets.

The bicyclist and his dog continue riding as they pass various individuals sporting pieces from the brand's spring/summer 2022 collection.

From yellow to turquoise to pink, the collection's palette radiates springtime. The brightness of the sun highlights the

various materials, silhouettes and details of different items.

As the bubbles congregate forming a cloud-like structure, models play among them like kids, kicking the bubbles around to each other and throwing them up in the air to watch them float in the wind.

"There could be no better theme other than lightheartedness right now, as we are all hoping that this spring and summer the pandemic will be behind us, for good," Dr. Serdari said. "The young people and the impossible tasks they are engaged in create an ensemble that brings attention to simple pleasures such as basking in the sunshine, enjoying the big blue of the sky, riding a bicycle and playing with soap bubbles.

"It's as if the brand asks us to rediscover our innocence after the cynicism that has prevailed in the last two years."



Second to the horse, the dog is one of Herms' favorite animals, according to the new campaign. Image credit: Herms

The collections for men and women are available in stores and online, and range from \$460-\$11,800. They include a multitude of ready-to-wear pieces such as jackets, dresses, scarves, bags and more.

Casual luxury

Reflected in the lighthearted campaign, Herms' collection itself features more casual silhouettes and relaxed styles a trend that has been picking up momentum across the luxury fashion industry.

Recently, German fashion house Hugo Boss entered a new era with the help of some familiar faces. Ostensibly looking for a refresh after nearly 50 years, the company introduced new logos for its two brands, Boss and Hugo, as well as a comprehensive rebrand centered on a more casual aesthetic

To celebrate, Hugo Boss has unveiled two global campaigns targeting millennials with its flagship Boss brand and Gen Z with Hugo featuring a cast of famous models, musicians, influencers and athletes ([see story](#)).

In June 2021, Italian fashion label Emilio Pucci partnered with streetwear brand Supreme on a capsule collection featuring two archival prints. The spring/summer 2021 collection included 14 pieces with Pucci's 1965 Tulipani print and 1970's Fantasia print appearing on more casual fare than the brand's traditional offerings ([see story](#)).

"Most luxury brands are infusing their collections with elements that are more relaxed whether in terms of shape and cut, versatility and multifunctionality, but also in terms of unisex accessories enjoyed by all," Dr. Serdari said.

"Herms seems to really open up to the possibilities of making the informal part of its vocabulary by introducing some new colors and knits without losing sight of the fact that all Herms customers are life wanderers looking for beauty, friendship and surprising moments just as an occasion to pause and take it all in."