

APPAREL AND ACCESSORIES

## Herms reimagines Zoom style with tongue-in-cheek effort

February 22, 2022



*Herms creatively imagines what one does behind the work screen. Image credit: Herms*

By NORA HOWE

French fashion house Herms is weighing in on work-from-home style with a playful new campaign.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Two years into the COVID-19 pandemic, many individuals still find themselves working remotely and engaging with colleagues through a monitor. Playing off this ongoing reality, Herms humorously places the spotlight on the many ways a tie may be worn.

"Ties essentially disappeared during the pandemic, so leveraging the lighter side of the brand DNA is appropriate and attractive," said Christopher Ramey, CEO of [Affluent Insights](#), Palm Beach.

Up to its neck

The film opens with a shot of five men in work attire in a virtual meeting. In the center is the screen of one individual, Jonas, who appears to be the boss.

He is discussing a new proposal and asks one of his team members, Grace, to confirm its potential success.

"A simple randomized, non-accuracy-prioritized analysis predicts efficient delivery on the deliverables, inversely speaking, sir," Grace says.

While, in the virtual meeting, Jonas appears to be sitting at his desk, the camera reveals he is actually hanging upside down from an exercise rack as he responds.

Another team member, Yeop, adds to Grace's point with an update on negotiations. The film reveals Yeop is being held up by two other men, forming a pyramid formation, while one of them holds Yeop's phone with an extendable stick.

*Herms has its own take on working from home*

Suspecting nothing, Jonas asks two other team members, Kiran and Adrien, to weigh in.

"Headquarters remuneration cubicle deficits are shifting market deadline plan distribution," Kiran says stoically.

"Win, win."

Around him, a group of men in suits form two conga lines and march around the room. He remains mostly unphased, except for when he shushes them once.

Adrien adds to the conversation, despite the fact that he is practicing yoga in a studio while another individual holds a computer screen to his face.

Content with their progress, Jonas praises his team for their work and leans back in his chair revealing his entire torso due to his button-down collared shirt being cropped.



*One of the team members, Adrien, does yoga exercises while eloquently speaking to his boss. Image credit: Herms*

They end the meeting by doing the wave as if they are seated in the same row at a sporting event.

In an absurd and exaggerated way, the campaign pokes fun at the experience of home life consistently infiltrating work life in the unpredictable, COVID-induced remote model. However, it also intends to playfully demonstrate the versatility of Herms ties and accessories.

#### Humor in luxury

While comedy and luxury fashion may not be intrinsically associated, humorous creative messaging can foster authenticity and humanize luxury brands and Herms is not the first to figure this out.

In October 2021, Prada's Miu Miu relied heavily on man's best friend in an entertaining short entitled "The Pet Psychic," playing up the label's playful nature. The vignette spotlighted actor and brand ambassador Emma Corrin, who, alongside her pet dog Panda, reels from a bad breakup.

Ms. Corrin brings Panda to a pet psychic in an emotive campaign spotlighting Miu Miu's products and self-affirming ethos ([see story](#)).

Earlier that month, Kering-owned fashion house Balenciaga gave a luxurious makeover to television's most iconic animated family through a heartfelt and humorous campaign.

The short episode of "The Simpsons," running 10 minutes, simultaneously stayed true to the program's revered clever, sarcastic humor and the transformative power of high-end fashion. The film, commissioned by Balenciaga, took a smart and unique approach in highlighting the brand and attempting to expand its audiences ([see story](#)).

"Narratives are a pillar of luxury," Mr. Ramey said. "They contribute to relationships, match values, and reinforce emotions."