

FRAGRANCE AND PERSONAL CARE

## Herms begins new chapter highlighting natural beauty

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*The brand is promoting healthy skin as beauty. Image credit: Herms*

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By NORA HOWE

French fashion house Herms is celebrating the invigorating effect of fresh air on the skin as it promotes new additions to its Plein Air complexion collection.

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Going by the theme "beauty in the open air," a short campaign for the Plein Air collection showcases how natural beauty can both withstand and be enhanced by fresh air. Over the last few years, the beauty industry has increasingly shifted its focus to skincare and promoting natural looks, and Herms seems to be joining in this movement.

Plein Air

The 30-second film opens with quickly-edited shots of different women out-and-about on a sunny Parisian day. Gusts of wind hit their faces, blow their hair in all directions and create movement in their various ensembles.

Through CGI-like editing technology, the film shows a pack of horses galloping down the street toward the coastline.

The wind up picks up in speed while the music intensifies, generating movement, energy and excitement.

*Herms highlights natural beauty in a natural environment*

The collection of Plein Air complexion balms is revealed at the end, as the campaign's theme "beauty in the open air" is superimposed on a shot of the horses galloping across the city.

With the film, Herms suggests its complexion balm naturally enhances the effect of the open air on skin and beauty. Plein Air is a lightweight cream that aims to hydrate and protect the skin with a hint of sheer color for added coverage.

Herms assures consumers that, with Plein Air, their skin is hydrated, enhanced and protected.

The complexion balm offers adjustable coverage, with 12 translucent shades across a range of three skin tones four shades for each tone.

Created by Christine Nagel, the balms' fragrance blends arnica with sandalwood and green tea. The balm retail for

75 euros, or \$82.45 at current exchange rates, and is available at [hermes.com](https://www.hermes.com).

Featuring natural skin-perfecting balms, highlighters, a powder brush and mattifying blotting papers, the complete Herms beauty collection aims to place the skin at center stage.



*The collection of Plein Air complexion balms includes 12 shades across three skin tones. Image credit: Herms*

With Agns de Villers at its helm, the brand first launched Herms Beauty at the start of 2020, its 16th line of business, as it took on rivals in the space, including Dior, L'Oreal, Chanel, Este Lauder, Shiseido and their ilk ([see story](#)).

### Going natural

With the emphasis on self-care, clean beauty and skin health growing stronger, largely due to pandemic-induced value changes, luxury brands are approaching beauty through a new lens.

Earlier this year, Italy's Armani Beauty put a fresh face forward with a film series featuring global ambassador and American actor Tessa Thompson who shared her down-to-earth beauty secrets.

In the series, she compares Armani's vision of beauty to her own, which is founded on the idea that cosmetics and makeup should simply accentuate the beauty that already exists in a person, not change it ([see story](#)).

In June 2021, Chanel took an effortless approach to its beauty offerings, showcasing the ease at which its products can be applied to achieve natural looks.

To echo the shift from heavy cosmetic application to natural beauty and skincare, Chanel invited consumers to discover daily beauty essentials that require minimal effort but guarantee results ([see story](#)).