

APPAREL AND ACCESSORIES

## Herms cheers on craftsmanship in playful film

March 17, 2022



*Herms artisan Ricardo Martinez Vielman appears in the new film. Image credit: Herms*

By SARAH RAMIREZ

French fashion and leather goods house Herms is celebrating two of its pillars in a creative new campaign.

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Ahead of the Saut Herms 2022, the maison has released a new film that gives an artisan the play-by-play treatment, reminiscent of a broadcaster calling a race or sporting event. The juxtaposition allows Herms to present a display of craftsmanship that is equally as thrilling as athletic prowess.

"Supporting equestrian sports is natural for a brand born from a harness and leather workshop," said Christopher Ramey, CEO of [Affluent Insights](#), Palm Beach.

"The campaign uniquely equates the talent of their artisan with the immense talent of the riders who compete," he said. "Herms clients will enjoy the frivolity."

### Saddle up

The film begins with master saddler Ricardo Martinez Vielman approaching his work bench. He flexes his hands as if warming up for the task at hand.

An enthusiastic male announcer introduces Mr. Vielman, who has been a master saddler at Herms for 12 years and has made more than 270 saddles. He primarily appears in close-up and aerial shots that emphasize his handiwork.

### *Herms follows a championship-worthy saddlery performance*

"And this is a challenging task, requiring precision and excellence," says the announcer as Mr. Vielman prepares his materials. "We can feel the concentration, he's getting ready, first of all taking his marks and carefully examining his projective."

Extreme close-ups reveal the master saddler's mastery of his tools, as he draws out the seat lines. As the announcer continues describing his work, applause is heard akin to the refined crowd at a golf or tennis match.

"You can feel the experience, know-how and years of training needed to achieve such mastery," the announcer says, as Mr. Vielman effortlessly threads a needle with a Herms orange strand.

He begins stitching the saddle as the announcer's anticipation builds.



*Each Herms saddle is handmade. Image credit: Herms*

"He's maintaining his pace with incredible consistency," the commentator says. "It's about controlling his strength and respecting the material, and he's done it!"

When the final stitch is completed, Mr. Vielman is praised as a champion with a "flawless performance."

#### Champions of the craft

The campaign alludes to Saut Herms 2022, a five-star international jumping show taking place in Paris from March 18 through 20. The event is making its return from a two-year COVID-19 hiatus and will be held at the Temporary Grand Palais for the first time.

Now in its 12th edition, Herms has used the event to leverage its history of saddle-making and involvement with equestrian sports. The competition has become a not-to-be-missed event on the Parisian social calendar since many affluent consumers have a penchant for all things equestrian ([see story](#)).

The new campaign leans into the house's saddle-making with an emphasis on craftsmanship, a differentiator in many Herms marketing efforts.

In its recent 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 highlight its dedication to craftsmanship, with processes honed over generations ([see story](#)).

By elevating both artisans and equestrians, Herms reinforces its brand positioning ahead of an important event.

"Herms, known for its whimsical approach to marketing, ensures Saut Herms carries on the tradition and reinforces its dominating position in equestrian sports," Mr. Ramey said. "After two canceled editions, Saut Herms 2022 has a heightened sense of importance to the sport and Herms' brand."