

APPAREL AND ACCESSORIES

Herms delivers an ode to artisanship in new video series

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Herms stakes a claim in the heritage storytelling territory with the release of three intriguing and immersive branded videos. Image credit: Herms

By AMIRAH KEATON

French fashion house Herms is continuing to breathe life into its signature tagline "contemporary artisan since 1837" with the release of new digital content.

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Welcoming viewers to the world of Herms, the maison experiments with style and medium to give brand fans a glimpse of its detailed and decades-old luxury leather goods production practices with skilled artisans at the forefront. A trio of clips balancing artistic expression and the dissemination of information arrived on the brand's YouTube channel and showcase an unparalleled quality, with which the family-owned brand's name has become synonymous.

Honing a craft

Herms stakes claim in the heritage storytelling territory with the release of three intriguing and immersive branded visuals.

The luxury house opted for an alliance of French verbs to describe the skilled work shown across the set of videos, each featuring black-and-white videography accentuated by bright flashes of pastel-colored graphics that train the viewer's eye towards the task at hand.

Content speaks authentically in the language of heritage, shedding light on a deep history of detailed handiwork through the particularly strategic lens of a style rooted in shadow and light.

A pearled nail tool symbolizes the luxury house's distinctive craftsmanship.

An introductory clip, titled "Perler," exhibits a procedure called pearling, wherein an artisan refines the shape of his tool against what appears to be a leather sangle, or the formal name for the straps that ornament the brand's most exclusive leather offerings, including the Birkin and Kelly handbags.

The hammer's blows serve as the video's main audio, and the series stays true to form sounds of material manipulation are second only to a whimsical, synth-heavy soundtrack.

An accompanying caption explains what is being demonstrated, as well as that mechanism's purpose and meaning. In this case, a pearled nail symbolizes the luxury house's distinctive craftsmanship.

A final video reveals the brand's hand-sewn fine saddle stitching technique.

"Astiquer" calls attention to detail, breaking down the house's intricate handling operation. Artisans sand, stain, smooth, polish and rub individual leather components, typically for what can take up to several hours per bag.

In a final excerpt, "Coudre," Herms reveals their hand-sewn fine saddle stitching technique, true to the brand's origins as saddler and harness makers. All three films lead with those at its heart its craftspeople.

Sizeable heritage storytelling

Presumably in an effort to heighten engagement, Herms has taken a noticeably playful approach to content employed across social channels as of late.

The brand has been highlighting its most iconic designs by commissioning creatives of various mediums such as VFX and animation artist Huw Messie, illustrator Pierre Le-Tan and embroidery artist Ipnnot to create a visually-engaging selection of digital content, on display via the brand's [Instagram](#) page.

Novel approaches to advertising appear certainly seem to be helping the brand's fiscal standing, as strong earnings reports for the first half of the year point to heightened revenue ([see story](#)).

The brand's embrace of its background also follows a recent trend towards heritage storytelling from luxury peers.

Cartier leaned into its vibrant history with an intimate video trio that features watches and fine jewelry selections underlined by stories from popular figures, delivering its timeless charm and framing classic collections in new ways ([see story](#)).

Meanwhile, Valentino Eyewear launched its first capsule collection last month, with styles commemorating the Italian label's historic headquarters as locations where creativity and culture thrived ([see story](#)).

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