

APPAREL AND ACCESSORIES

Herms makes fitness fabulous with Hong Kong pop-up

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A jubilant instructor teaching Carré yoga for HermsFit. Image credit: Herms

By AMIAH TAYLOR

French fashion house Herms is instructing its affluent clientele on how to stretch with style and exercise with elegance in its latest combination of fashion and cardio: HermsFit Hong Kong.

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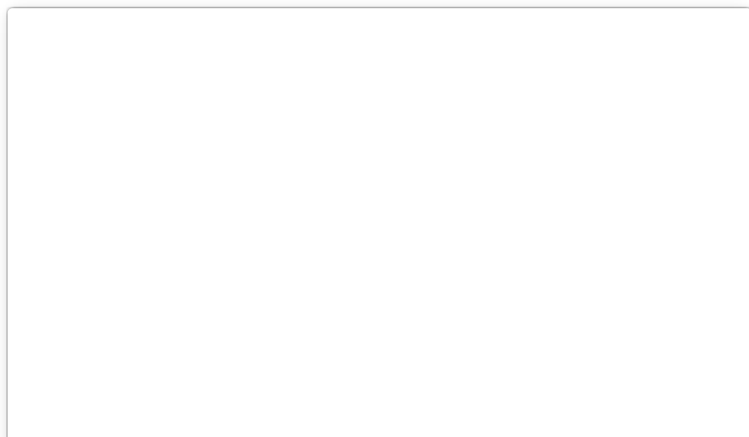
HermsFit Hong Kong will be available exclusively for a single week from Oct. 2 to Oct. 9, with doors opening at 10 am and closing at 8 pm. In a play to make cardio trs chic, the inventive classes will include "Belt Stretching," "Kickboxing with Bracelets," "Hat Balance" and a "Small Leather Good Workout."

Quote from press release

Couture cardio

The playful fashion-centric fitness courses will take place in Hong Kong at Tai Kwun Central.

Fitness clients can select their accessories and then enjoy a 30-minute novelty exercise session with other health-conscious Herms aficionados. Added benefits of attending classes at HermsFit Hong Kong will be featured performances, DJ sets and a colorful climbing wall.



[View this post on Instagram](#)

A post shared by Daphne Velghe (@daphnevelghe)

Fashion model Daphne Velghe enjoying a hat workout course offered at HermsFit

The requested dress code for the exercise courses is sports attire and attendees of HermsFit exercise programs gain automatic admission to the Exhibition Area. The temporary gym doubles as a shopping arena for fashion enthusiasts who are less inclined to break a sweat.

For consumers who prefer digital experiences to live events and in-person classes, the HermsFit webpage offers athleisure accessories at a luxury price point. Visitors can browse high-end sporty items such as the Flex sneakers or the Cluquetis Aquarelle bra, which are priced at \$890 and \$1,250 respectively.

Herms is partial to opening boutiques in exotic locations such as Doha, Qatar ([see story](#)) and Macau ([see story](#)). While it has yet to be seen, perhaps the French fashion and leather goods house will expand its fitness offerings beyond major metropolitan locations such as Los Angeles and Hong Kong and venture into uncharted territory in the coming year to appeal to a previously untapped market of consumers.

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