

NONPROFITS

## Herms meets philanthropic equine effort with careful craftsmanship in new video

October 13, 2022



*In a new digital narrative, Herms joins in on a charitable cause that uses horse riding to alleviate ailments and elevate a high quality of life. Image credit: Herms*

By AMIRAH KEATON

French fashion house Herms is opting for the tagline, "Saddler since 1837," in lieu of its traditional label, lending new meaning to the classic phrase with a fresh release.

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Set in La Canourgue, France, Herms has debuted a descriptive video for the newest iteration of its "Footsteps Across the World" initiative. Therein, the group of contemporary artisans provide custom leather pieces for disabled beneficiaries of physical therapy clinic Equiphoria Institute's equine efforts.

SUB 1

Herms' saddlers are putting their unique skills to good use for a great cause.

The maison joins in on a charitable cause that harnesses the power of horse riding to improve the health and wellness of those facing disabilities in "Herms Teams up with Equiphoria in La Canourgue."

The clip begins with a freeze-frame which displays the overarching campaign's title, before delving into its contents. The dynamic partnership unfolds quickly thereafter.

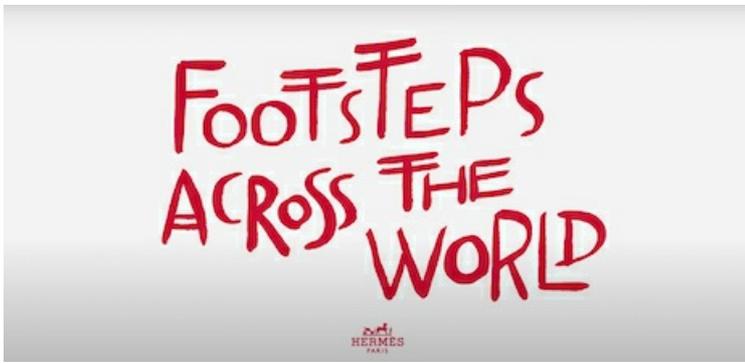
Illustrated throughout the video, where Herms works with Equiphoria to outfit adventure.

"A horse's power lies in its having the same walking pace as humans," details a narrator, in French.

*The brand supports doctors and therapists by way of craftsmanship in its latest video*

"That means that when even someone in a wheelchair sits on a horse, he feels like he's walking, steadily," she says. "His brain can make neuronal adjustments which make him progress and stimulate neuroplasticity."

Experts at the facility go on to describe its services, citing a focus on "compensation, organization and reorganization of the body," noting that many of its recipients including amputees and other injured individuals do not think this type of healing is within the realm of possibility for what can oft be a hopeless predicament.



*Hermès' "Footsteps Across the World" video title card. Image credit: Hermès*

Viewers then watch as a young person is positioned aboard a test subject, which emits movements similar to a horse, as its rider gets used to a series of mock motions.

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