

ARTS AND ENTERTAINMENT

Herms drama debuts live in Los Angeles

July 18, 2023



"On the Wings of Herms," a seven-part play, combines stagecraft, puppets, musical elements and the silver screen to create a show unlike any other. Image credit: Herms

By LUXURY DAILY NEWS SERVICE

French fashion and leather goods house Herms is venturing into the world of theater with a performative delivery.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The brand is introducing a seven-part play, combining stagecraft with the silver screen to create a show unlike any other. "On the Wings of Herms" will remain on view from July 15 through July 23, the live event befitting of a brand branching further into unexpected avenues of culture.

"This work metaphorically illustrates the lightness that is omnipresent at Herms: in the delicate hands of our craftsmen sewing with two needles at once; in the elegance of materials, and in the subtle notes of a perfume," said Pierre-Alexis Dumas, artistic director at **Herms**, in a statement.

"It is an experience which sparks the imagination, designed by artisans of dreams."

Global stage

Originally premiered in Paris last October before traveling to Taiwan and Japan, the cinematic event's sights are now set on California.

Taking up residence in Santa Monica at The Barker Hangar, a venue repurposing a historic refuge for airplanes, the production transports viewers into a dreamlike universe filled with mythical creatures.

The display, originated by Belgian director and dance choreographer duo Jaco van Dormael and Michle Anne de Mey, stars trained members of Astragales dance company. A litany of mythical creatures, many of which are of the equine variety, are also sprinkled throughout, as are Herms' iconic Kelly handbags.

Transformed into singing puppets in honor of the occasion, the talking heads take center stage in the "ode to daydreaming."



Mythical beasts are shone under a spotlight in "On the Wings of Herms." Image credit: Herms

Running three times a day, the Herms offering is free of charge and open to the public. Doors open 30 minutes before each slot.

Many of the showtimes are already fully booked, so those wishing to experience the event must act fast. Tickets can be obtained and scheduled on Herms' [website](#).

Despite the central placement of a puppeteered product line, the brand's Birkin bag is not featured in the lineup. The muse behind the iconic purse design, actress and fashion icon Jane Birkin, passed away this week at the age of 76 ([see story](#)).

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.