

EVENTS

Chicago plays host to ‘Herms in the Making’ pop-up this month

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The company will bring the touring exhibition and exercise in craftsmanship to Chicago Union Station from Oct. 27 to Nov. 1, 2023. Image credit: Herms

By LUXURY DAILY NEWS SERVICE

French fashion and leather goods house **Herms** is inviting fans of history and heritage alike to an interactive event.

A touring activation is hitting the road -- the brand is bringing its traveling exhibition to Chicago Union Station, allowing artisans from nearly 10 of its workshops to share tips of the trade in front of a live audience. As part of the six-day “Herms in the Making” public pop-up, demonstrations, hands-on activities and films are on the agenda, granting guests an opportunity to engage with the company’s very own craftspeople from Oct. 27 to Nov. 1, 2023.

Up close

Attendees of Herms in the Making can expect to gain an insider’s perspective on the makers behind some of the most popular luxury goods on the market.

The exclusive event premiered in Troy, Michigan in 2022, landing in Singapore, Kyoto and Lille, France earlier this year.

At each stop of the way, visitors are invited to learn more about how the luxury label creates long-lasting and repairable objects that can be passed down. It is no wonder that Herms appears to be outperforming its peers on the resale front ([see story](#)).

The affair taps the expertise of maison members, a number of whom maintain roots with the mtiers that date back up to six generations, helping build upon a brand legacy that began in 1837 and today sees its community regularly working magic with leather, silk, wood and more.



"Hermès in the Making" is letting consumers behind the curtain this month. Image credit: Hermès

The producers will showcase these historic manufacturing techniques, highlighting the preservation of what Hermès has called a "quest for quality, durability and innovation, and respect for the surrounding environments."

Those looking to share in the house's skills and know-how can drop by 221 South Clinton Street from 10 a.m. to 6 p.m. Admission is free.

The instance arrives as a number of luxury conglomerates pull back the cover on their ateliers, deepening connections with American consumers by way of show-and-tell marketing.



Luxury conglomerates are pulling back the atelier cover, deepening connections by way of show-and-tell marketing. Image credit: Hermès

This week, French luxury conglomerate LVMH announced that it would be headed stateside to support savoir-faire by training the next generation of talents under "Mtiers d'Excellence," its apprenticeship initiative created in 2014 and launched in New York with U.S. jeweler Tiffany & Co. last year ([see story](#)).

Intimate initiatives like these could be one of many components helping to boost bottom lines.

Fiscally, Hermès has done particularly well this year, with its sales up 25 percent in the first six months of 2023, hitting \$7.4 billion during this period ([see story](#)), with all regional markets seeing growth of 20 percent or more.