

INTERNET

Hermès targets new generation of silk scarf-buyers via short film

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By TRICIA CARR

French label Hermès is using the spontaneity of young love to market its silk scarves to a new generation of aspirational consumers through a social film produced by 18-year-old photographer Olivia Bee.

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The brand is likely extending the appeal of its iconic scarves to the younger generations in its three-minute film called “Il Est Pour Nous,” translating to “It is for Us” in English. Luxury marketers that have traditionally targeted true affluent consumers may want to use video to reach new, younger consumers, since the medium gives them the chance to tell a precise brand story.

“Hermès will reach the younger, 20- or 30-something customer who aspires to purchase luxury items from Hermès, and a younger, predominately female customer who is looking to add splashes of color to her wardrobe, accessories and home items,” said John Casey, founder of [Freshfluff](#), New York.

“Engaging a younger director helps ensure that the video will appeal to a younger audience, particularly a female who would aspire to having such a fun and eventful first date and is seeing it through the vision and lens of a peer,” he said.

“The video is lively, fresh and very colorful, which is a reflection of youth and the Hermès brand.”

Mr. Casey is not affiliated with Hermès, but agreed to comment as an industry expert.

Hermès did not respond before press deadline.

Young and in love

Hermès' video contains elements such as quirky characters, a pop-art color scheme and vintage props that could help young, alternative consumers relate to the brand.

Il Est Pour Nous begins with a young man who is driving a red vintage convertible in a residential neighborhood. He passes a few houses that are painted light pink and blue.



Video still

The young man then stops at a young girl's house and gestures to her to come out to meet him.

The characters shake hands and stare down at the ground. They are presumably going on a first date.

Each character wears a Hermès scarf tied at the neck.

The date takes place in a forest. First, the characters run until they find a lake, removing their scarves before jumping into the water.

When it begins to get dark, the characters get out of the water and replace their scarves.

Next, the couple finds a picnic area in the woods that is set up under a pink canopy. It contains a couch, picnic blanket, tea set, bright spray-painted bunnies and vintage knickknacks as well as Hermès scarves draped over lines that run from tree-to-tree.



Hermès scarves

The characters drink pink tea and eat cupcakes. They end the date with a kiss while holding the colored rabbits.

Embedded Video: <http://www.youtube.com/embed/mHCQ2Zoo8uI>

Il Est Pour Nous video

Film fanatics

Hermès is one of many luxury marketers using social films to raise brand awareness on the digital platform.

But the label seems to use video sparsely in comparison to other brands. This could strengthen its current social video effort as well as future efforts since consumers might appreciate brand films that are few and far between.

Furthermore, video is often used by luxury marketers to complement existing advertising campaigns, but Hermès seems to be presenting the video on its own.

Some other luxury brands are using video to branch out from existing campaigns.

For example, Louis Vuitton uses video to push its heritage at times.

For instance, the label is currently bringing attention to the history of its classic monogram pattern in an online video series that depicts well-known personalities discussing their experiences with the print ([see story](#)).

Also, Louis Vuitton showcased its classic board game case covered in the signature Damier checkerboard pattern in a 60-second animated film that the label presented in June to its online magazine subscribers and social media fans ([see story](#)).

Meanwhile, Dolce & Gabbana also appealed to aspirational consumers' love for vintage fashion in a silent short film that showcased the Italian fashion label's spring/summer 2012 Matt Silk eyewear collection.

The 90-second "Italian comedy" depicted two women arguing over which sunglasses to wear while driving a classic convertible ([see story](#)).

Hermès's short film as well as those with seemingly like goals will probably help luxury

marketers stand out to young consumers while subtly pushing products and brand heritage to their digital audience.

“The strategy is to engage the younger Hermès customer, predominately female, that relies on the Internet or social networks for information about, or now to be entertained and engaged by, their preferred brands,” Mr. Casey said.

“I think it strengthens the brand in terms of having it better relate to a younger demographic,” he said. “The film is a subtle way to promote the brand and its products, and does so in a clever, youthful and colorful way.”

Final Take

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