

INTERNET

Hermès taps techy microsite to push collection, lifestyle

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By RACHEL LAMB

French brand Hermès created a microsite called “Knot What You Think” to push its fall collection and legacy using bright and interactive colors, music and imagery to entertain consumers.

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The microsite, albeit slightly tricky to navigate, acts as a hub in which consumers can discover Hermès products, history and lifestyle. The microsite is introduced as a pop-up when consumers visit the Hermès Web site.

“The strategy behind the launch of Hermès' Knot What You Think is to incorporate industry trends along with creativity into its products,” said Dalia Strum, president of Dalia Inc., New York. “The geometric shapes that it focuses on are visually appealing infused with innovation.

“It allows the label's target to express their inner geek through their fashion choices,” she said. “This adds value because it is a strong indication that Hermès is in-tune to how the market is trending and the interests of its clientele.

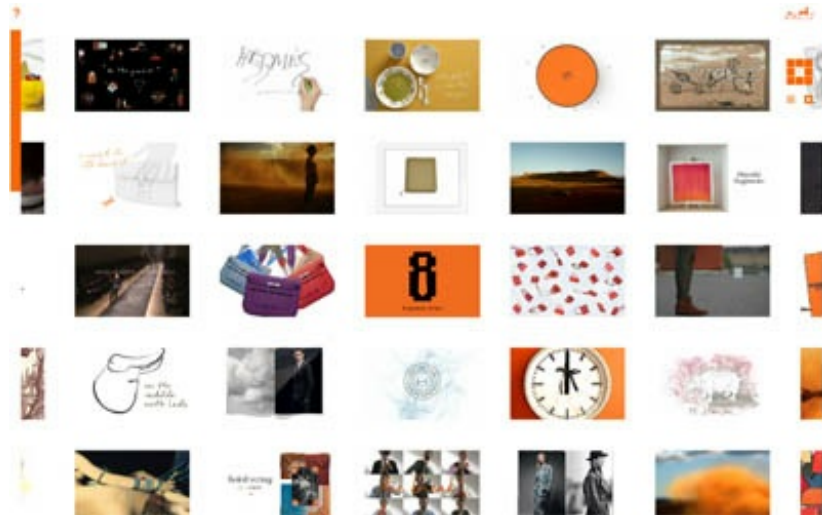
Ms. Strum is not affiliated with Hermès, but agreed to comment as an industry expert.

Hermès did not respond before press deadline.

Site seeing

Consumers can first access the site through <http://www.hermes.com/8ties>. When consumers get to the page, they can click on different-colored tiles to see animated GIFs or short films with swirling colors and music.

Consumers can also click on the set of boxes on the top-right-hand side that brings them to a panel of different Hermès products and legacy images.



Hermès microsite

These images include information on silk, leather, horses, know-how, cultural events, menswear and history.

Consumers can guess which image belongs in which category and click on a thumbnail, or they can choose one of the categories on the left-hand column.

For example, clicking on the image of a leather-crafter hard at work plays a short video of an Hermès saddle being made.



Hermès craftsmanship video

Hermès is also linking to its main site in a bar under the categories list.

This connects to a page where consumers can buy online, learn more about the brand and find a store.

“I believe Hermès was looking for exciting ways to engage its customers who visit the site,” said Yuli Ziv, founder/CEO of [Style Coalition](#), New York. “It is important for a luxury brand to enhance the ecommerce experience with rich visual content that communicates the brand's lifestyle and values.”

Tying it all together

Hermès seems to be relying quite heavily on lifestyle and, in particular, heritage and know-how.

By explaining how products are made, consumers will be more likely to buy super-expensive goods and could create brand affinity.

Hermès has a tendency to do this through microsites.

For example, it created a “Hearts and Craft” microsite that takes different Hermès employee perspectives and talents and shows consumers what goes into making brand products ([see story](#)).

Since Hermès is such an old luxury brand, this new tech-y site could be a way for the brand to try to get in touch with a younger generation while still portraying its brand image.

However, while producing content, it is important for brands to create cohesive messages across the board, per Ms. Ziv. With people's short attention span online, digital initiatives must add some sort of value to the site experience - be it functional or inspirational.

“The new site seems a bit disconnected from the rest both visually and functionally,” Ms. Ziv said. “It does not speak the same sophisticated language we are used to seeing from a brand of Hermès' caliber.

“While the intention to create engaging content is great, I doubt this particular one will be appreciated or even understood by the Hermès customer,” she said.

Final Take

Rachel Lamb, associate reporter on Luxury Daily, New York

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