

INTERNET

Hermès captivates fans in digital jewelry symphony

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By JOE MCCARTHY

French leather goods and scarves maker Hermès is captivating fans in a digital campaign with a symphonic video inspired by the brand's new silver jewelry collection.

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Luxury Daily

Although the brand has ventured into the digital arena before, "The Sound of Hermès Silver" campaign is designed to reach a global audience. The campaign draws on the expertise of various artists to deliver an artful video that aligns with the brand's commitment to innovation and craftsmanship.

"I don't think that the brand's tentative approach to digital media will give this campaign more impact," said Brittany Mills, vice president of client solutions at [B Culture Media](#), Atlanta.

"There is so much noise that a brand must really do something that benefits the end user and customer for it to make a huge impact," she said.

"However, it brings attention to the products in a new way and is very entertaining to watch."

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

Hermès was unable to comment by press deadline.

Let me speak

United Visual Artists, a London-based art and design practice, created an installation to display the 16 pieces of jewelry on metallic turntables powered by cogs. Lasers scan the turntables and produce a sound.

The sound for each piece seeks to reflect its dimensions and was invented by the musician YoggyOne.

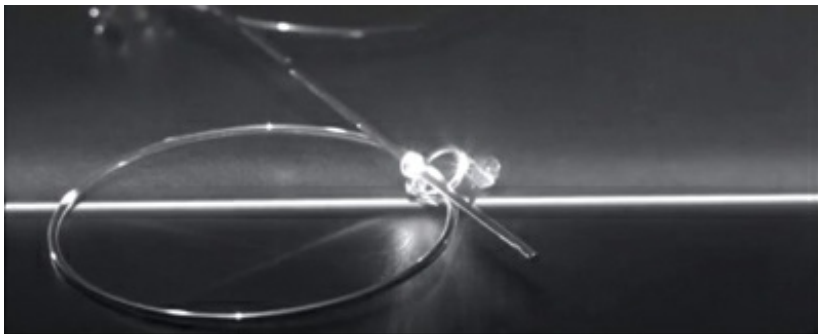
Director Caswell Coggins shot and directed the artistic performance.

The video begins with alternately broad and close-up shots of the mysterious arrangement of turntables and cogs. Lasers move over the different jewelry pieces to elicit new sounds.



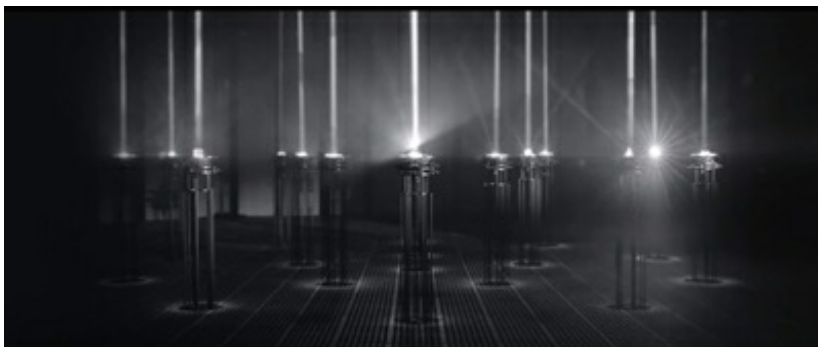
Video still

As the lasers pick up speed, the sounds layer over one another creating a symphonic-like ambience.



Video Still

Eventually, the lasers decisively pluck the sounds from each piece like conductors.



Video Still

The lone character in the video seems to marvel at the strange performance.

The video ends with a lever pulled that stops the cogs.

Embedded Video: [//www.youtube.com/embed/72j6ngf3xXg](http://www.youtube.com/embed/72j6ngf3xXg)

The Sound of Hermès Silver video

Five senses

Some luxury brands fragment their digital campaigns with multiple videos.

For example, French jeweler Cartier seeks to raise consumer emotions for its newly revamped Paris Nouvelle Vague collection through a series of short films that give a different sensation for each product.

The seven, 60-second films each give an emotion and attitude to a ring in the French jeweler's new collection. Showing products through video can help draw emotional connections from consumers ([see story](#)).

Some luxury brands use a light-hearted approach to appeal to younger consumers.

Other brands prefer shoppable films.

For instance, German label Hugo Boss is aiming to bolster sales and awareness of its summer 2013 collection through a shoppable video for its Shanghai Affairs campaign.

The German label bundles many products into the video with full shots, logical transitions and plenty of time for consumers to decide on a purchase all while maintaining a marginally plausible scenario. Even if consumers do not wildly clutch at the video's offers, it still provides a strong outlet for advertising and demonstrates to consumers that the company is staying abreast of digital trends with original content ([see story](#)).

The artistic approach of Hermès, although entertaining, may baffle some viewers who want to learn about the products.

"I think that a little more focus could have been placed on showing the product itself," Ms. Mills said.

"I do believe people will enjoy viewing this video, but I am not sure how many will actually follow through to purchase the product because of the lack of visuals of the product," she said.

Final Take

Joe McCarthy, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/c2DQa52PiN0](http://www.youtube.com/embed/c2DQa52PiN0)