

MOBILE

Hermès' how-to app teaches knot-tying, engages young consumers

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By JEN KING

French leather goods and scarves maker Hermès is showing off its iconic silk scarf collection through a whimsical mobile application that displays the brand's lifestyle while creating awareness among younger consumers.

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Luxury Daily

Hermès' "Silk Knots" app uses brisk videos and animated how-to-pictures to teach users the many ways that a silk scarf should be tied. Creating a playful app engages consumers and the educational component can establish a relationship.

"The Silk Knots app demonstrates added value for Hermès' signature scarves by extending the product's value and functionality," said Shuli Lowy, marketing director at [Ping Mobile](#), Beverly Hills, CA.

"The app transforms a squared piece of silk into a headband, bandana, a dress, a hat, a layered scarf and a tie," she said. "Additionally, the app educates Hermès customers about the true potential of the product, ensuring that shoppers achieve greater satisfaction from the product.

"That improved experience will ultimately lead to increased brand allegiance."

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

Hermès did not respond by press deadline.

All tied up

The Hermès Silk Knot app is available for free download at the iTunes store at <https://itunes.apple.com/app/hermes-silk-knots/id675298290>.

When the app is launched, the brand's horse-drawn carriage logo appears against Hermès' signature orange background. As the app's title appears, the scarf around the horse's neck begins to sway in the breeze.



Hermès app launch page

The app's homepage comprises four sections: Knotting Films, Knotting Cards, Album and Collection Highlights.

Knotting Films features a model wearing a Hermès silk scarf six different ways. A click-through on a look brings users to a second page where they can add the look to favorites, search for size- and use-specific looks, discover the details of the scarf, watch two videos showing the steps in real-time or step-by-step and share it with friends via Facebook, Twitter or email.



KNOTTING FILMS

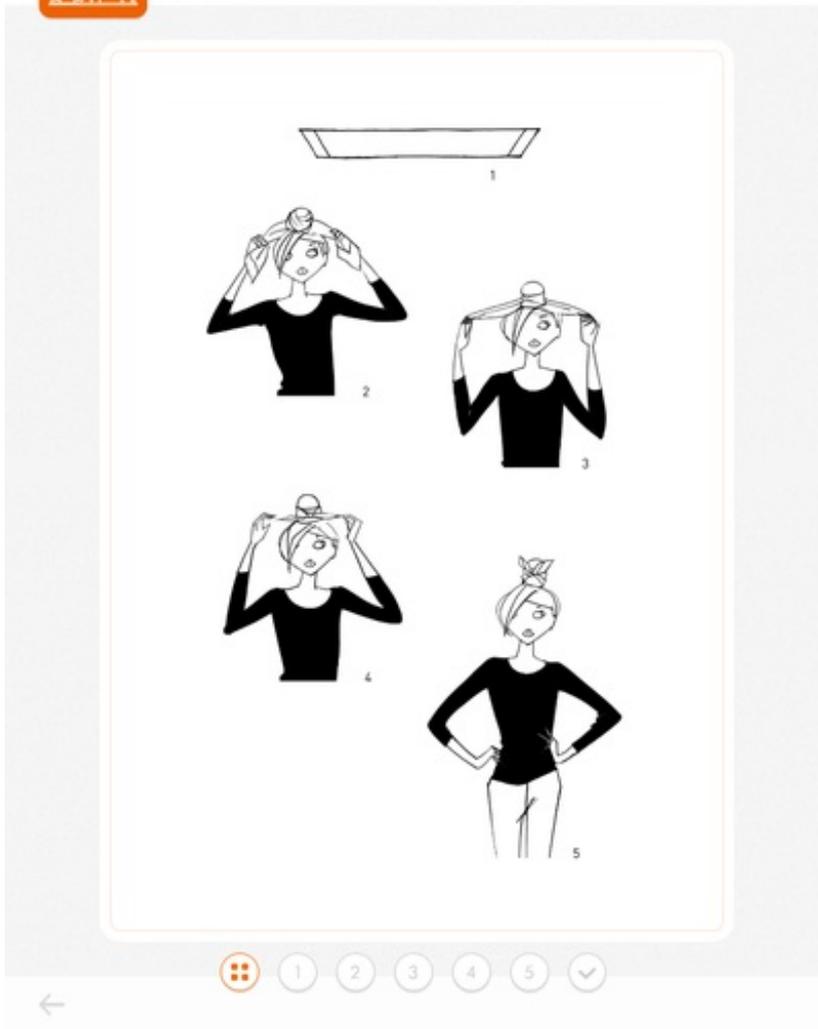


Hermès model in different silk scarf looks

The second section, Knotting Cards, shows 21 different Hermès silk scarf looks that can be viewed by sliding a finger down the screen. A click-through on a look brings users to a pen-and-ink drawing that displays the necessary steps.



Bun



Hermès bun look with pen and ink step-by-step

The Hermès' Album section allows the user to browse the Folle de Soie, Carré H and the World of Hermès collection campaigns and a video for the brand's Maxi Twilly collection.

The Collection Highlights section is interactive as well. Users can scroll through 38 Hermès scarves, all of which are animated to appear fluttering on the screen. To increase the scarves movement, users are prompted to lightly blow on their mobile device's microphone.



Hermès Tigre Royal scarf

All scarves featured on the app include a link to Hermès' store locator.

Learning in fun

Mobile apps that are meant to educate consumers, but have an element of fun, are likely to fare better than apps with ecommerce as its sole purpose.

For example, Swiss watchmaker Jaeger-LeCoultre used a mobile ad found on the New York Times' mobile site to advertise its ladies' collection, while encouraging brand enthusiasts to download the brand's mobile application.

The banner ad on the side of the New York Time's Style Section was found among additional content that readers may have been drawn to as they scrolled through the day's news. Placement of ads is important for marketers looking for increased exposure, since a badly placed ad will not receive many click-throughs ([see story](#)).

Additionally, Italian automaker Lamborghini is celebrating its 50th anniversary with an iPad appl that details the brand's development throughout the decades and provides interactive content.

Users gain a cumulative knowledge of the brand's journey as they slide through the app and then are spurred to start their own journey with Lamborghini. By including different

types of content at each stage of the app, the brand will likely be able to engage fans with varying degrees of emotional investment ([see story](#)).

Creating an interactive platform for products can help a brand stand out from its competition.

“Interactivity with a brand and its products is a crucial step in luxury marketing,” Ms. Lowy said.

“High-end purchases receive a greater amount of scrutiny and require marketers to go the extra mile to build a longing for the product which will justify the entailed premium,” she said. “Creating that necessary chemistry can be done through a creative implementation of many different channels including mobile apps, augmented reality and social media.

“Luxury marketers must think about what they are doing to engage their fans, enthrall their audience and demonstrate the quality and value of their products.”

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/NDCjBFwKEWo](https://www.youtube.com/embed/NDCjBFwKEWo)

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