

ADVERTISING

Hermès adds whimsy to Metamorphosis print campaign

March 25, 2014



By JEN KING

French leather goods maker Hermès is bringing its current print campaign to life through a social video that explores the brand's range of products.

[Sign up now](#)

Luxury Daily

Hermès' Metamorphosis print effort features models in its ready-to-wear and accessory pieces set within a thick jungle of palm fronds and large leaves, while the digital campaign focuses on an expansion of items such as jewelry and home wares. When transferring a print campaign to the digital space it is important to maintain cohesion but also to refresh the imagery to keep consumer attention.

"It is important to carry your print and in-store campaign into the digital world so that your consumers can explore and share your brand's message," said Brittany Mills, vice president of client solutions at [Nervewire Inc.](#), New York.

"[The campaign] doesn't have to be an elaborate digital extension, but consistency is key," she said. "Your consumer can shop online and never enter a store – you want to make sure that consumer gets the same message and brand experience that your store visitors get."

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

Hermès did not respond by press deadline.

A rumble in the jungle

The Metamorphosis print campaign has been seen in leading publications such as WSJ. magazine, Robb Report, Vanity Fair and Tatler. The effort has also been featured in Bergdorf Goodman's spring 2014 magalog.

Depending on the publication, the ad shows either women's or men's apparel or accessories. For instance, one image shows a woman crouched on a moss-covered stone wrapped in an Hermès scarf that is fluttering above her as if it were a butterfly's wings.



Hermès' Metamorphosis print campaign

Another shows a man reclining on a mossy slope in a dress shirt and tie using a leather briefcase as pillow.



Hermès' Metamorphosis print campaign

Additional ads show a maxi dress, silk men's pajamas, a green handbag, wristwatches for men and women, a bathing suit and matching scarf, high heels, tables and a silver cuff bracelet.

To promote the digital aspect of its Metamorphosis campaign, Hermès posted to its social media accounts. In the post, Hermès uses a new image, not seen among its print advertisements, that shows a man reading an oversized book adorned with a pattern that matches the background and the small insert on its cover.

The post includes a brief line of text reading, "One transformation can hide another..." to reflect the theme of the Metamorphosis effort. By following the link, the consumer lands on Hermès' Web site where the Metamorphosis video begins to play.

The digital aspect of Metamorphosis is much more whimsical than its print counterpart. In the opening scene, the title appears with the "T" as a palm tree and the "O's" being a night sky and grapefruit, respectively, and the center of "P" contains an eye.



Hermès' Metamorphosis digital campaign, still

A hand then pulls down the blinds in the night sky “O” and the scene goes black before a circular Hermès mosaic that acts as the sky’s moon falls into the blackness. Next, the grapefruit “O” multiplies and falls, but becomes encircled by Hermès bangle bracelets.

When the bangle bracelets hit the floor, two roll toward each other to become the eyes of a face made of different types of palm leaves. Next, the leaves rattle as the tempo of crickets and birds increases and the viewer sees an eye and beak without a body.



Hermès' bangles make a palm leaf face, still

As the camera pans out, a pink high heel with long ankle string ties is shown. The heel's strings then extend upward toward the eye and beak to create the outline of a flamingo before an off-screen hand pulls the string.



Hermès' high heel makes a flamingo, still

When the string is pulled, the eye and beak bounce off screen and land on an ottoman only to become interlocking silver rings that continue to travel through the scene. The rings bounce off the table in the cover of the man's newspaper which causes the black and white palm-print pattern to appear before settling in a yellow tea cup.

In the next scene, the solid tablecloth is pulled into the tea cup to reveal a brightly colored print. When the rings leave the teacup, they are a single green leaf that is zipped up inside a wallet.

From behind the wallet, an orange popsicle appears and is pushed upward by an arm. As the popsicle is pushed it becomes a silk Hermès tie and its white birds fly away to settle among the stars of the opening scene.



Hermès' popsicle becomes a tie, still

Playing on a continuous loop, the film returns to the mosaic moon and night sky

Embedded Video: [//www.youtube.com/embed/HIOpU9ihk9Q](https://www.youtube.com/embed/HIOpU9ihk9Q)

Metamorphosis, an Hermès story

Print to digital

It is common for luxury brands to extend print campaigns into the digital space to

maintain brand cohesion. The transfer is also a response to affluent consumers spending more time on smartphones and tablets.

Italian fashion house Gucci gave its spring/summer 2014 print advertising campaign a kick with a martial arts-inspired social video.

The one-minute video showed models stage-fighting each other in the collection's kimono sleeved shirts and embroidered jackets. By adding action to its campaign video, Gucci was able to show how its clothing moves as well as further communicate the inspiration behind the print campaign and collection ([see story](#)).

Also, British fashion house Alexander McQueen created a surreal narrative film to accompany its spring 2014 print advertising campaign.

The film featured British model Kate Moss, a longtime collaborator of the house, in a futuristic world ([see story](#)).

A touch of fun that is out of the ordinary can leave a lasting impression on consumers.

"If this digital experience is placed at different consumer touch points and in a very organic way, I believe this campaign can create a brand awareness for Hermès," Ms. Mills said.

"It is a strong experience and can morph nicely into mobile, social and email messaging," she said.

Final Take

Jen King, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/9IK92ZLIByA](http://www.youtube.com/embed/9IK92ZLIByA)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.