

MOBILE

Hermès creates origami app to accompany print magazine

April 8, 2014



Hermès magazine cover

By SARAH JONES

French leather goods maker Hermès is bringing its print magazine into the digital space with an origami tablet application for Apple and Android devices.

[Sign up now](#)

Luxury Daily

Through the Monde d'Hermès app, consumers can virtually fold pages of the magazine into shapes and then share them via social media or email. This app will likely encourage consumers who only interact with the brand online to pick up the print magazine.

"Hermès' mobile strategy here seems to be about awareness of the print magazine, and their digital readership with the share feature at the end of the iPad app journey leveraging social media," said Melody Adhami, president and chief operating officer of [Plastic Mobile](#), Toronto.

"With an experience-based app like this one users will likely treat it as a standalone," she said. "Since the app gives a sneak peek of the magazine's pages, it could entice users to pick up the print magazine if they really like the images.

"Hermès will likely see a flurry of downloads that will trail off after a short time. This seems very much like a campaign rather than a brand experience on mobile.

"Hermès is an iconic brand that hasn't really flexed their mobile arm yet. We can expect to see much more from them."

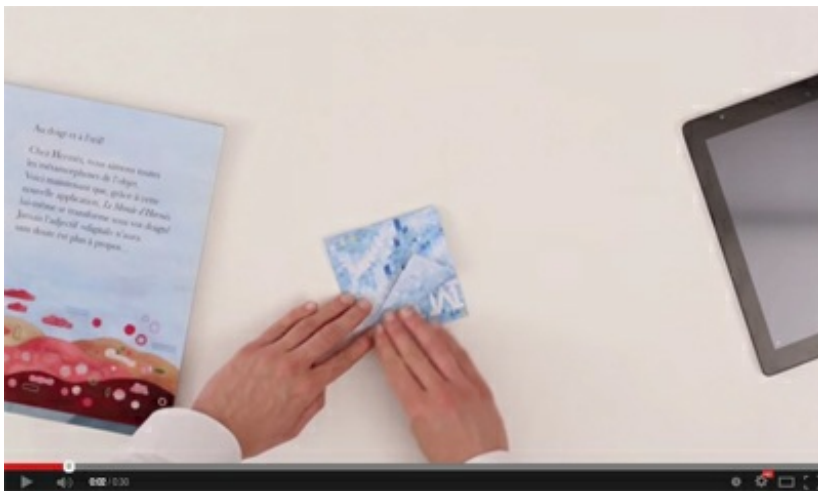
Ms. Adhami is not affiliated with Hermès but agreed to comment as an industry expert.

Hermès did not respond by press deadline.

Digital paper

Hermès publicized its app on social media and featured it on its Web site. To introduce the app, Hermès filmed a 30-second video.

In the video, a print copy of the magazine sits on a table. A pair of hands rips the cover page, which shows a digitized horse, off and folds it into a horse, and places it next to an iPad along with a butterfly and birds.



Video still from Hermès

The hands then take the horse and place it on the iPad. The camera goes below the surface of the table to show inside the tablet, and the horse becomes animated and then falls back into the iPad.



Video still from Hermès

At the end of the video, Hermes shows the same hands interacting with the actual app. Below the video are links to get the app for free on the Apple [App Store](#) or [Google Play](#).

Le Monde d'Hermès

Hermès' app opens with the same cover image of a horse.

A menu icon at the bottom of the screen takes consumers to an instruction page that tells them to go to the home page and drag one or more fingers over the page to create an origami object.

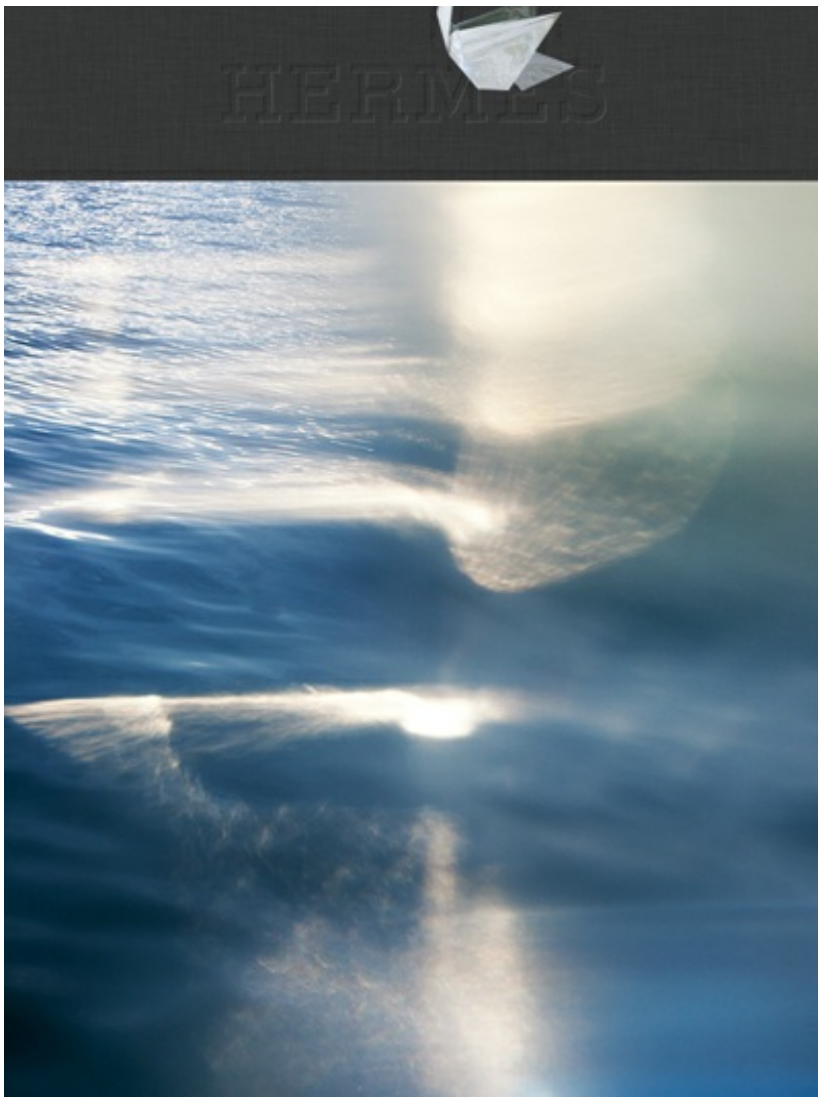
This page also includes the store locator on Hermès' Web site, so that consumers can find a print copy of the magazine. Consumers can either search by keyword or allow the Web site to use their current location to find a store.

The app allows consumers to start at the cover page, manipulating the digital image with their fingers until it forms an origami character. A new page is revealed as the digital page is folded, and once the object is created, it shakes, and then the top of the page lowers and the shape disappears behind the magazine.



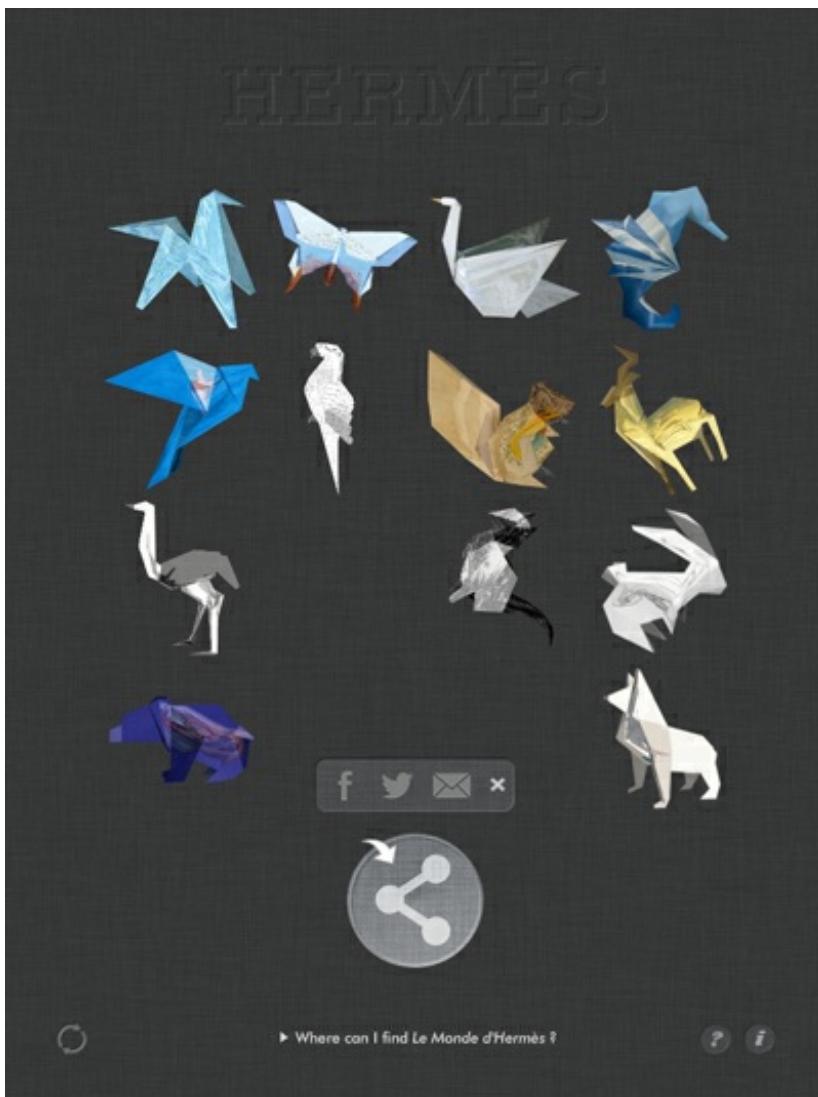
Screen shot of Hermès' Monde d'Hermès app

Hermès' app version of its magazine shows a variety of images and text, including a page devoted to the subject of metamorphosis, the theme of the brand's spring/summer 2014 campaign. This app, according to the brand, is meant to allow consumers to become the "master of metamorphosis."



Screen shot of Hermès' Monde d'Hermès app

Once all 14 pages are turned into origami, the app shows all of them on one page. Consumers can drag individual images to a share icon to post the image to their Facebook or Twitter profiles or send it via email.



Screen shot of Hermès' Monde d'Hermès app

Print 2.0

Hermès previously brought its current print campaign to life through a social video that explores the brand's range of products.

The brand's 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.

In the video, Hermès accessories become tropical images, including a tie heel becoming a flamingo and a bangle meshing with palm fronds to make a face ([see story](#)).

As Hermès created a digital interactive app for its brand magazine, it has also used digital to enhance its print mailers.

The brand simulated the anticipation of waiting for a package by creating a narrative for its winter 2013 catalog.

Hermès enthusiasts could follow the story through a link on the brand's Facebook page where a video on the landing page shared a story with a catalog. As the role of traditional

print mailers continues to change, brands should look to reinvent how consumers interact with a season's catalog ([see story](#)).

Hermès' app may provide some interaction, but to see more use from consumers, the brand may want to think about creating an incentive for opening it.

"A home screen worthy app usually provides one of two things: either utility, making the user's life better in some small or big way, or entertainment, serving engaging content that speaks directly to the brand's values," Ms. Adhami said. "The Hermès app isn't doing either of those.

"Although there's an opportunity to interact with the content, there isn't a clear incentive to do it," she said. "Perhaps the most obvious opportunity here is to make the origami interaction more engaging by adding in a gaming layer.

"Incentivizing users to interact with the app by way of giving them access to some exclusive content or offer could generate more interest from the brand's following."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

© Napean LLC. All rights reserved.

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