

INTERNET

## Hermès enlists young artists for social video to reach millennials

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*Flickr image of Sacred Heart taken by Olivia Bee*

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By SARAH JONES

French leather goods maker Hermès is targeting younger consumers with a social video featuring its scarves.

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**Luxury Daily**

"Sacred Heart," filmed by twenty-something photographer Olivia Bee, shows an ingénue model flitting around a beach wearing the brand's scarves as a sarong or wings. By choosing to work with a younger director and model, Hermès will be able to connect to an audience closer to their ages.

"By shooting the scarves in a variety of scenes and worn in multiple ways, Olivia Bee is communicating the flexibility and beauty of the scarves while sharing a sense of their soft suppleness through scenes such as fluttering in the wind," said Kelly Cooper, senior marketing manager for [ShopIgniter](#), Portland, OR.

"The film simultaneously conveys a vintage style with modern comfort, fun, and prettiness," she said.

"This film effectively crosses boundaries capturing youthful audiences with scenes such as a model dancing on the beach, and classic audiences with a sense of nostalgia

created through imagery reminiscent of summertime and the vintage film style."

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

Hermès did not respond by press deadline.

Beach movie

Hermès publicized its video on Facebook, one of the brand's only social media platform. Instead of embedding the video, the brand linked to its Vimeo channel.

The label's Vimeo has five of the same videos as its YouTube account. This latest film is the only title to only be published to the second platform.

Hermès' video begins by showing a young blonde model, Tuesday Faust, running around in the waves crashing onto shore, wearing a navy blue Hermès scarf as a skirt.



*Video still from Hermès' "Sacred Heart"*

Next the film cuts to a shot angled up showing two scarves flapping in the wind. The camera angle changes, and the viewer sees that it was two teenage girls holding the scarves while riding in the back of a car.



*Video still from Hermès' "Sacred Heart"*

Other vignettes show the original model picking flowers and standing in a field with two horses.

Bringing the focus back to the scarves, next a printed style is swung over a model's back like a cape, as she moves it in her hands while making a swimming motion with her arms on shore.

During the day, the model lies back basking in the sun. The camera points up, and a black background with bright lights appearing out of the darkness. After the lens focuses, the viewer can see the model sitting in a tree decked with star-shaped lights.



*Video still from Hermès' "Sacred Heart"*

Back in the day, the model twirls with two scarves attached behind her like wings, wearing a skirted bathing suit.

At the end of the film, Ms. Faust waves sparklers on the beach at night.



*Video still from Hermès' "Sacred Heart"*

Ms. Bee has promoted the film to her followers on her social media accounts and Tumblr.

Embedded Video: [//player.vimeo.com/video/83870375](https://player.vimeo.com/video/83870375)

*Sacred Heart from Hermès on Vimeo*

Entry level

Hermès has previously highlighted its scarves as an entry point into the brand for millennial consumers.

The brand showed off its iconic silk scarf collection through a whimsical mobile application that displays the brand's lifestyle while creating awareness among younger consumers.

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 ([see story](#)).

The brand has also used videos to add a layer of whimsy to its fashions.

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

The Metamorphosis print effort featured 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 ([see story](#)).

Hermès is likely testing the waters with Vimeo as a platform.

"Perhaps Hermès chose to promote the video on Vimeo to test and see what type of traction they would receive there in comparison to YouTube," Ms. Cooper said. "Content creation, promotion and community management takes time and for many brands, it just doesn't make sense to spend the time and resources to cultivate an active brand presence on every single platform.

"Instead, finding the places most frequented by your target audience and focusing efforts to engage with them there is the way to go."

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/efVo3FDIWpo](https://www.youtube.com/embed/efVo3FDIWpo)

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