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Hermès luxuriates in levity and play in new campaign film

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A scene from "A lighthearted day," the latest campaign film from Hermès. Image credit: Hermès

By AMIAH TAYLOR

French fashion house **Hermès** is promoting whimsy, viewing the world with a sense of childlike wonder in its newest spot.

The campaign film, released on Sept. 12, is the latest digital offering from the maison. Titled "A lighthearted day", the film shows how a fun-loving luxury consumer can connect with a prestigious fashion house like Hermès through the adventure of shared play and mutual enjoyment.

"The house of Hermès is synonymous with French elegance and luxurious style," said Christos Joannides, founder and creative director of **Flat 6 Concepts**, Beverly Hills.

"In all its campaigns there is always a sense of lighthearted playfulness, highlighting a carefree lifestyle that is associated with understated wealth and this campaign plays exactly to that sentiment," he said. "On brand and on point from start to finish."

Couture cavalry

The spot begins with a luxurious DIY flag billowing in the wind. Fashioned of exquisitely patterned Hermès scarves, two colorful flags are ruffled by the afternoon breeze.

It is revealed that the flags are affixed to a statue of a uniformed cavalryman on a horse. A model with a detailed purple Hermès scarf around his neck peers into the distance using two large wine glasses as makeshift binoculars.

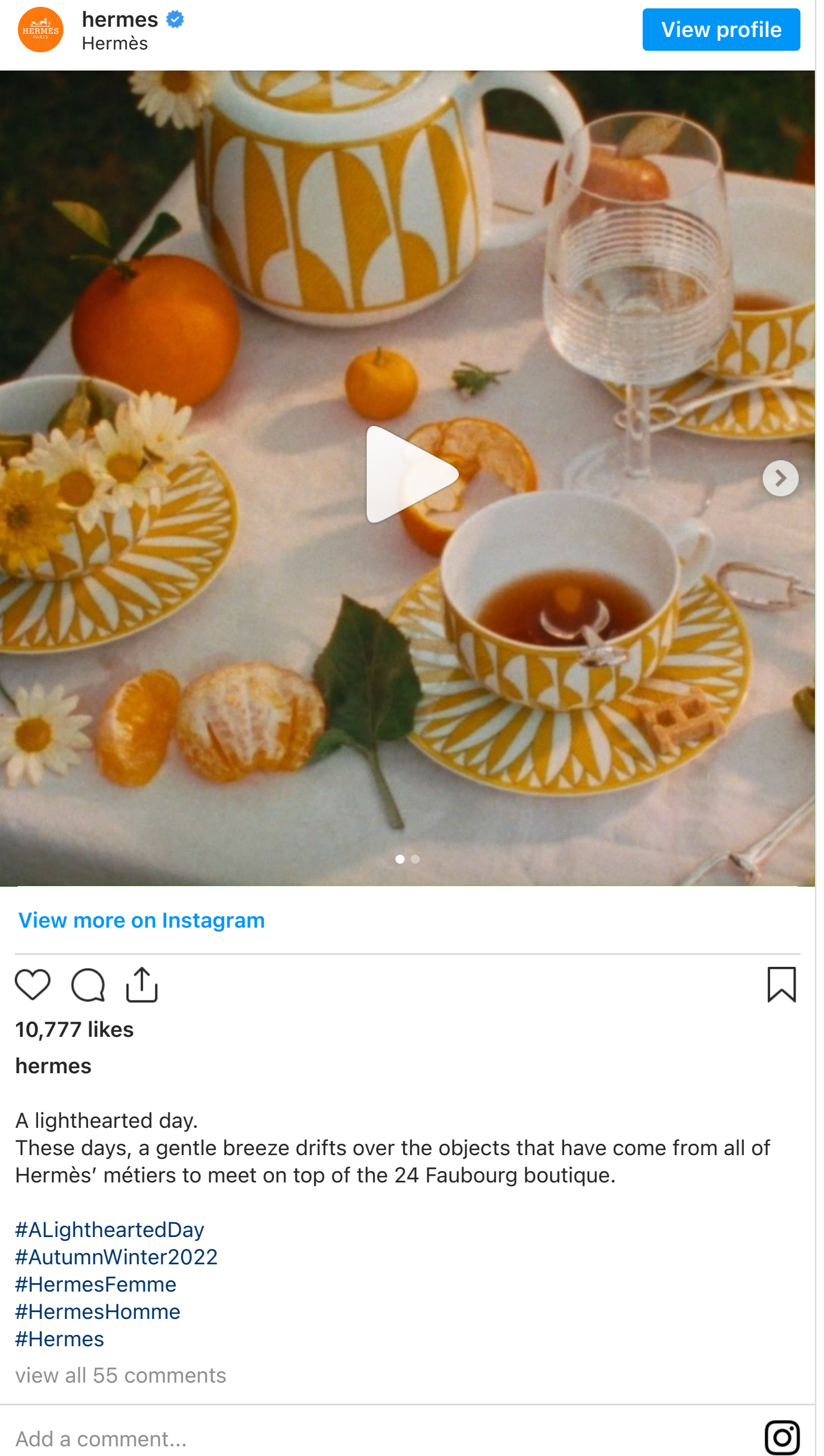
"A lighthearted day" campaign film from Hermès

Once the model spies an Hermès store, the previous playful music takes on a more fast-paced jubilant tone. In what looks like vintage archival footage, roses bloom, white flowers blossom and bunnies frolic.

Situated on a patch of grass under a shady tree, a dark-haired model lies peacefully, surrounded by small bunnies. Her eyes are shut and her body is bordered with the occasional white daisy, which perhaps is meant to evoke a carefree and effortless aesthetic.

The scene shifts to the original model who used drink glasses as optical aids. He pets a bunny while sitting on cement stairs pondering a book.

Soleil d'Hermès porcelain flatware is the focal point of the next scene. The orange design of the china is complemented with orange segments and peels.



A scene from "A lighthearted day" that highlights the Soleil d'Hermès porcelain flatware

Amidst orange-centered daisies and ripe citrus fruits, a monarch butterfly takes flight from the rim of a tea glass, adding a pleasant touch of everyday magic to the tailored environment.

In a montage of scenes, a model clinks her spoon on the edge of a glass, a butterfly perches a woman's finger, a bunny glances around curiously and the sun peeks through verdant tree branches.

A snail slowly inches along a chess set as two models engage in a game. A large orange Birkin handbag in a distinct shade of coral can be seen in the background.

Towards the end, a male model shields one of his eyes from the sun with an ace of hearts playing card. Then, a female model lifts away an Hermès scarf to reveal two large butterflies, one in a highly saturated shade of indigo and the other in a speckled brown with circles on its wings.

"A lighthearted day" flashes on the screen. While this phrase is simply the name of the campaign film, it also feels like an on-the-nose summation of the spot tonally.

The value of the past

While fun and fabulosity are certainly top of mind, Hermès is placing plenty of emphasis on its luxury roots.

The French fashion house recently released an ode to its craftsmanship, staying true to its tagline: "contemporary artisans since 1837" with the release of digital content ([see story](#)).

Welcoming viewers to the world of Hermès, the maison experiments with style and medium to give brand fans a glimpse of its detailed and decades-old luxury leather goods production practices with skilled artisans at the forefront. A trio of clips balance artistic expression and the dissemination of information, showcasing an unparalleled quality with which the family-owned brand's name has become synonymous.

Beyond historical roots, campaigns that center on craftsmanship have also been abundant in the luxury space, with top fashion labels like Jimmy Choo ([see story](#)) and Bulgari ([see story](#)) giving consumers a behind-the-scenes look into the meticulousness effort that goes into their products.

"Brand history is like equity for a luxury brand," Mr. Joannides said.

"That equity translates to heritage, exclusivity and know-how," he said. "It exemplifies a dedication to quality and craftsmanship.

"The affluent consumer is always seeking that rarefied provenance, and highlighting that equity or history in campaigns is always a great branding strategy."

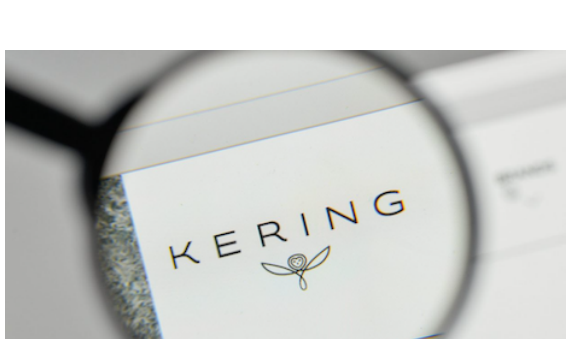
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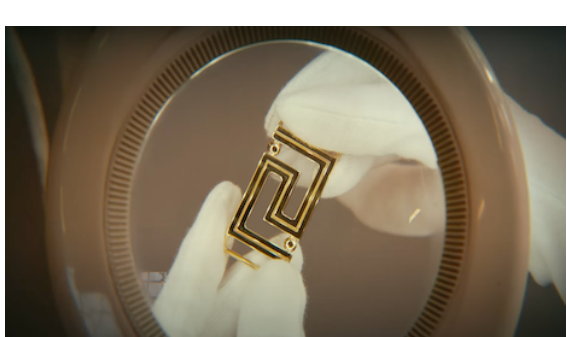
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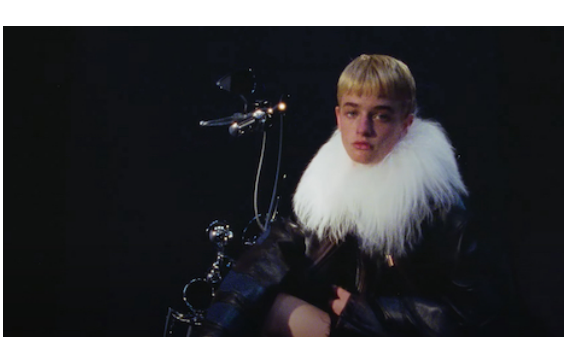
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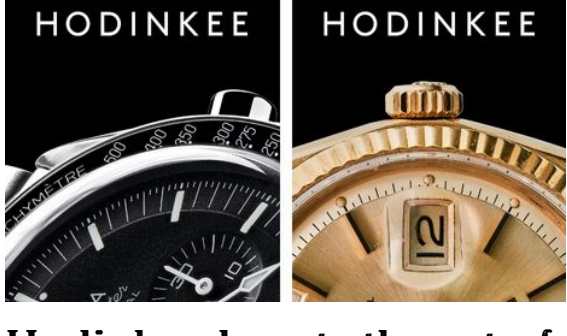
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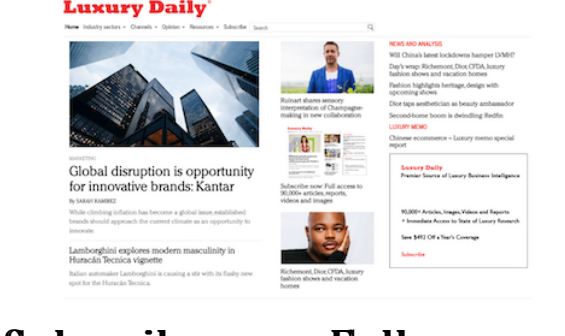
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