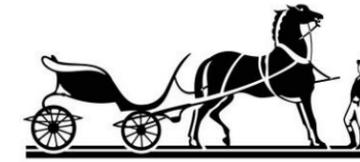


HERMÈS

Mariapia Sierra | Janine King & Esperanza Muino | Grad 2 | FIU





HERMÈS

THE MAGIC BOX

WHO ARE THEY?

Hermès is a French **high fashion luxury** house steeped in history and **tradition** that celebrates craftsmanship. Family-owned for six generations, the label is a symbol of **class** worldwide.

Since the beginning of the company, the name was associated with only the **elite** and **upper class** Europeans, and later on became the favorite brand for the **royalty**.

Hermès is more than just an orange box.

Hermès is **exclusivity**, a statement of natural **elegance**.

Hermès is fashion **fit for the Gods and worn by the bourgeoisie**.

HISTORY

Thierry Hermès first established a harness workshop in the Grands Boulevards quarter of Paris, dedicated to serving **European noblemen**.

1837

1855

The high quality wrought harnesses and bridles crafted by Hermès gain recognition. Winning several **awards** including the First Class Medal of the Exposition in Paris.

Hermès's son, Charles-Emile, took over management and moved the shop to 24 rue du Faubourg Saint-Honore", and started selling his products **retail**.

1880

1918

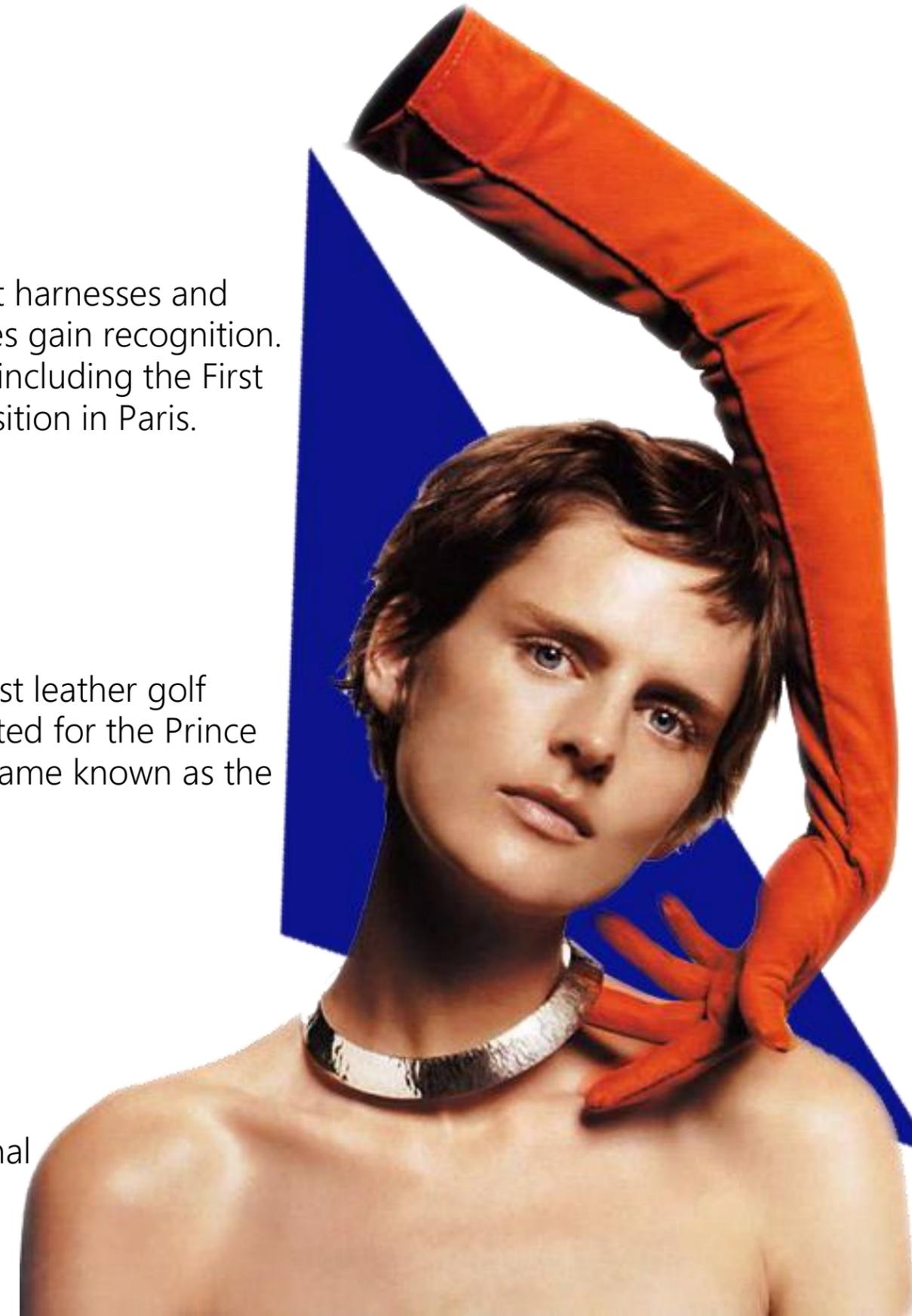
Hermès introduce the first leather golf jacket with a zipper, crafted for the Prince of Wales. The zipper became known as the "**Hermès fastener**".

First leather **handbags** are introduced together with first **women's couture** apparel collection.

1922

1935

Launch of one of their most recognizable original goods, the **Kelly Bag**.





Painter Alfred de Dreux created the logo, a Duc carriage with a horse, and they create the iconic orange box.

Axel Dumas, is named CEO of the company and remains in position today.

1937

Hermès introduces the silk scarf.

1950

1994

Hermès receives the packaging Oscar for its folding orange boxes.

2012

FUN FACTS

Hermès sells one silk scarf every **20** seconds.

The Birkin Bag has the longest waiting list, reported to be around **6** years.

There are around **300** exclusive Hermès stores around the globe.

Hermès makes around **5** billion Euros per year.

VALUES

THE PLANET

Hermès endeavors to exalt, in twenty or so métiers, the most beautiful materials offered by nature. Their artisans' skillful hands respect leather, silk, fabric, wood, crystal and precious metals. To preserve, optimize, revalue and draw...
Their duty is to **achieve the sustainable use of these resources.**

WOMEN AND MEN

Hermès employs 13,500 men and women, including 4,500 craftspeople, who form the first métier of the house. This land of hand changes and hires nonstop. To train, pass on, develop, ensure well-being, health and solidarity...
Their ambition is to **stimulate the personal growth of everyone involved.**

THE COMMUNITIES

Hermès owns 41 of its 52 manufactures in France and more than 300 stores around the world. Their proximity with suppliers, partners and territories is cultivated in the field. To fertilize, mesh, renovate and be committed...
Their role, as an environment-friendly company, is to **build sustainable ties.**





“OUR GESTURE DEFINES US”

Fondation d'entreprise Hermès

The Foundation main goal is to support people seeking to learn, perfect, transmit and explore the creative gestures that shape current and future live.

It also promotes biodiversity and solidarity by keeping up organisations in these areas all around the world.

MANAGEMENT

Executive Chairmen

Axel Dumas
Chief Executive Chairman

Henri-Louis Bauer
Emile Hermès SARL Executive
Chairman representative

Executive Committee

Florian Craen
Executive Vice President
Sales and distribution

Charlotte David
Executive Vice President
Communication

Pierre-Alexis Dumas
Artistic Executive Vice President

Guillaume de Seynes
Executive Vice President
Manufacturing Division
Equity Investments

Oliver Fournier
Executive Vice President
In charge of Governance and
Organizational Development

Wilfried Guerrand
Executive Vice President in
charge of Digital Projects &
E-commerce

Eric du Halouet
Executive Vice President
Finance



DESIGN GUIDELINES



Preference for sustainable materials celebrate nature and their beliefs as a company.

Allow natural light as a representation of the connection between the gods and the brand.

Use of color orange that represents the brand and add an accent color for contrast.

Keep a traditional design and add the sense of modernity and innovation that represent the brand.

Since they believe in the community, create spaces that allow for workers to gather together and grow not only as an individual, but also as a team.

SOURCES

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