

Hermès Luxury Brand

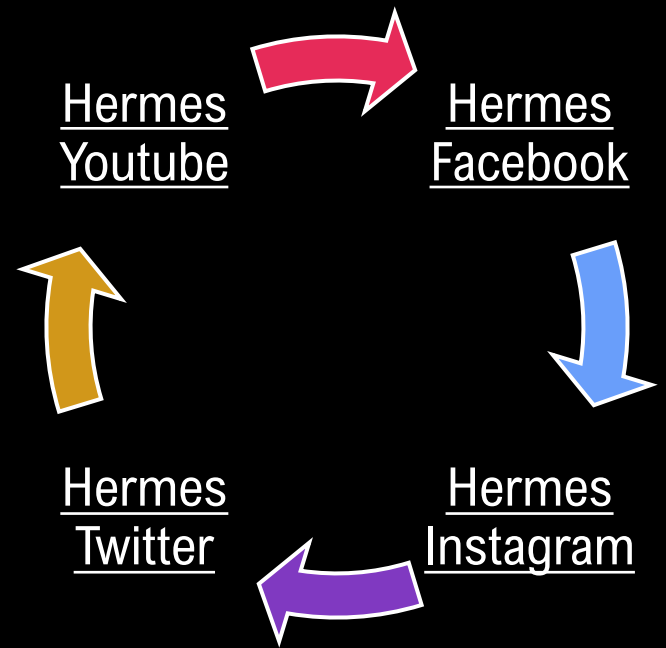
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HERMÈS
PARIS

- Hermès Luxury Brand is luxury clothing, accessories, and home décor brand that was established in Paris, France in 1837. The brand has developed themselves in clothing, luggage, home décor, accessories, handbags, and cosmetics with a young sign of the times design.
- Their target audience would be young adults and teenagers who wants high quality garments that matches their passion for fashion.
- The brand engages more in young, charismatic details for their designs. They use art to catch their attention. This brand has made it their mission to produce high quality, sustainable products by creating their products to be repaired and passed down generations within their family.
- Hermès' brand differentiator is creating products with high quality materials to keep their products environmentally safe during and after production. It's also by their adaptability between owner to owner.
- Hermès used both traditional and digital marketing to expand their brand awareness and consumerism. They partner with independent artists and designers to target a specific demographic and promote exclusivity to their audience.





Meet The Designer

Thierry Hermès

