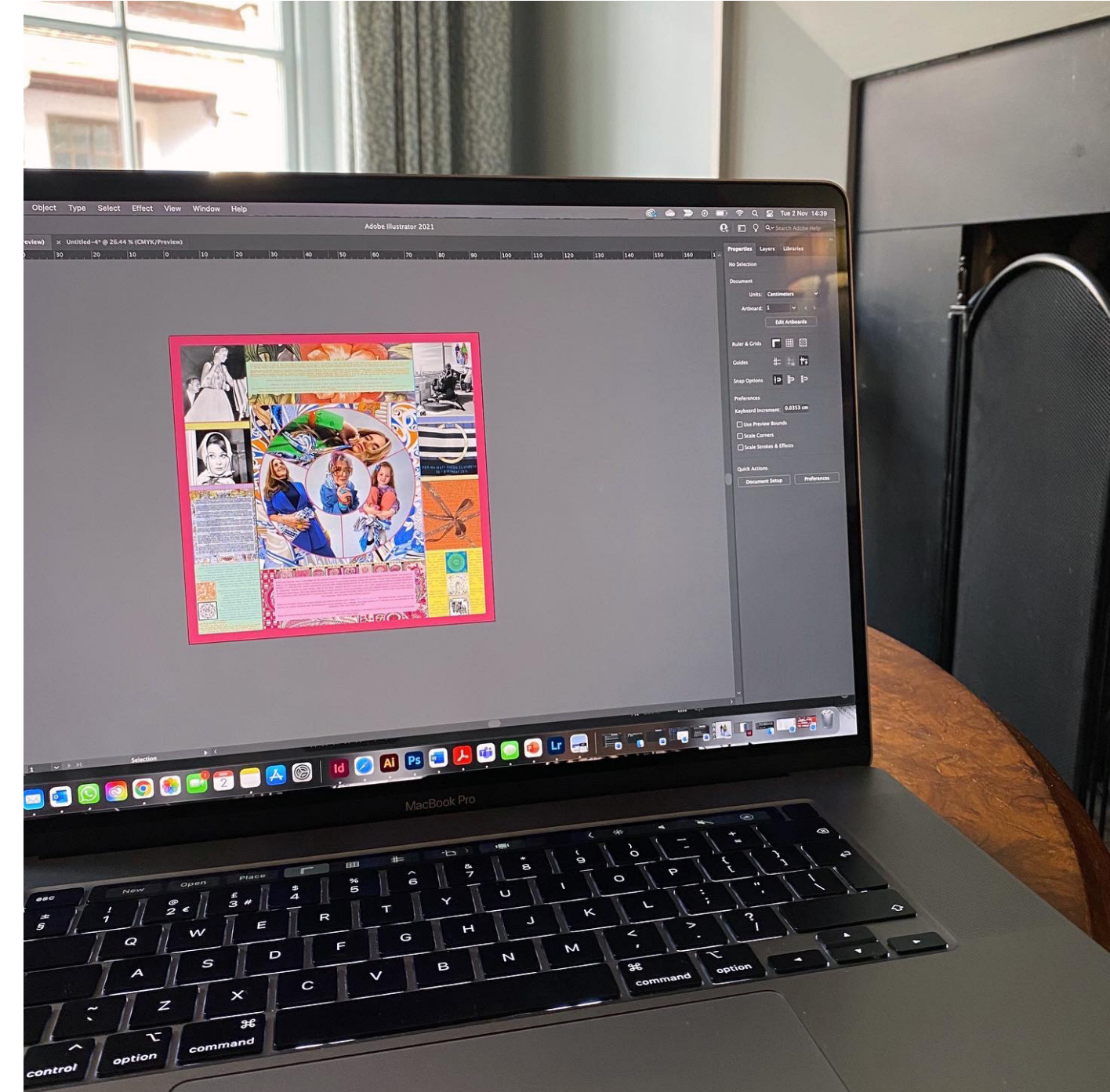


CONDÉ NAST  
CENTER *of*  
FASHION  
& DESIGN

## PROJECT 1:

Saydee Brown - MA Journalism Student  
Graphic Design  
(final scarf images to come)







The Hermès scarf is one of the most desirable items to own. Over the years it has adorned some of the most iconic people in the world, thus cementing its place in fashion history. The Carré most notably has become a staple of Her Majesty Queen Elizabeth II: Her Majesty was first seen wearing the scarf in the 1940's whilst attending the Royal Windsor Horse Show. The Queen traditionally wears the Carré as a head scarf or tied around her neck.

Hermès launched the Marigny in 2002 by creating a Limited Edition Carré in celebration of The Golden Jubilee. The Carré was made of printed silk and white, the scarf was named the Hermès coast Carré Regies and was only available in the United Kingdom. In 2016, in celebration of Queen Elizabeth's 90th birthday, Hermès once again created a special exclusive piece, produced in only 200 Carrés. Each Carré is valued at £250.00 from which each scarf sold was donated to The Queen's Trust Charity. The Queen Elizabeth 90th birthday scarf stayed to true to Hermès equestrian theme and depicted horses, reflecting her love and equestrian interests.

Audrey Hepburn, British actress, humanitarian, and fashion icon was also a major fan of the Hermès scarf. Hepburn stated:

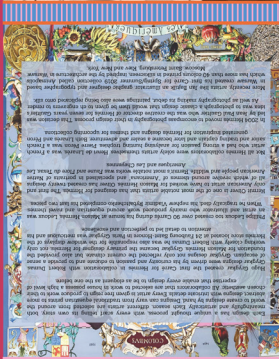
"When I wear a silk scarf, I never feel so definitely a woman, a beautiful woman"

Grace Kelly, also known as Princess of Monaco, broke her arm in 1950. She was seen wearing the Des Jouvies Monaco Hermès scarf as a sling whilst on a yacht.

Jackie Kennedy was also seen frequently wearing the Hermès scarf, particularly during outdoor excursions and during the summer periods.



HER MAJESTY QUEEN ELIZABETH  
90<sup>th</sup> BIRTHDAY 2016



Every year Hermès sets a new theme for its creative direction, in which provides inspiration to the design studios globally. The theme for 2021 is the Océan and is about "confronting the world's uncertainties without losing our identity", stated chief executive Axel Dumas. Hermès is a 184-year-old luxury powerhouse and has been owned predominantly by the Hermès family and is now in its sixth generation of leadership, headed by Axel Dumas. One of the main reasons Hermès stand apart from other luxury brands is because there is no marketing department. The ethos behind Hermès is about telling a story by providing iconic and timeless pieces to create dreams. Instead of a marketing team, Hermès has a communication team, who manage the press, media and buying and a creative team, that takes care of the campaigns. Both teams work closely together.

Based on all these factors, we have created this limited-edition scarf, called **The Heirloom**. The luxury market often focuses too heavily on market research and encompassing various opinions on a design. Our main mission is to provide joy and pleasure to our consumers. This scarf does just that.

Enjoy this unique limited edition Carré in whatever means that might be. Treasure it and ensure to create your own one-to-one relationship with this unique piece.









## PROJECT 2:

Alexa Everaert - MA Creative Direction Student  
Production and Styling Assistant











BTS

