



HERMÈS PARIS

Marketing Pr Branding
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WHAT IS HERMÈS ?

FOUNDED BY THIERRY HERMES IN PARIS, FRANCE, IN 1837

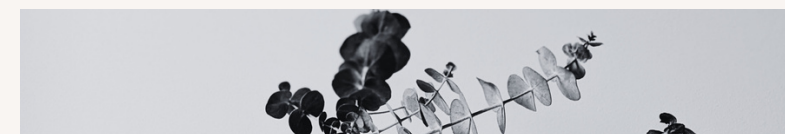
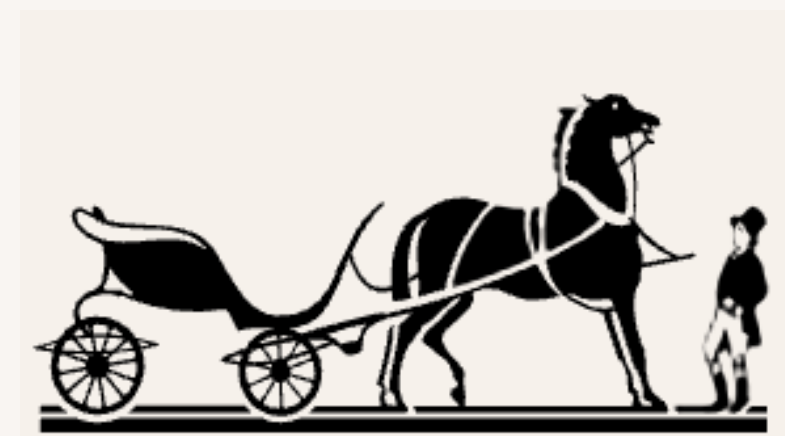
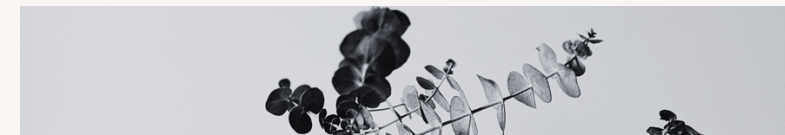
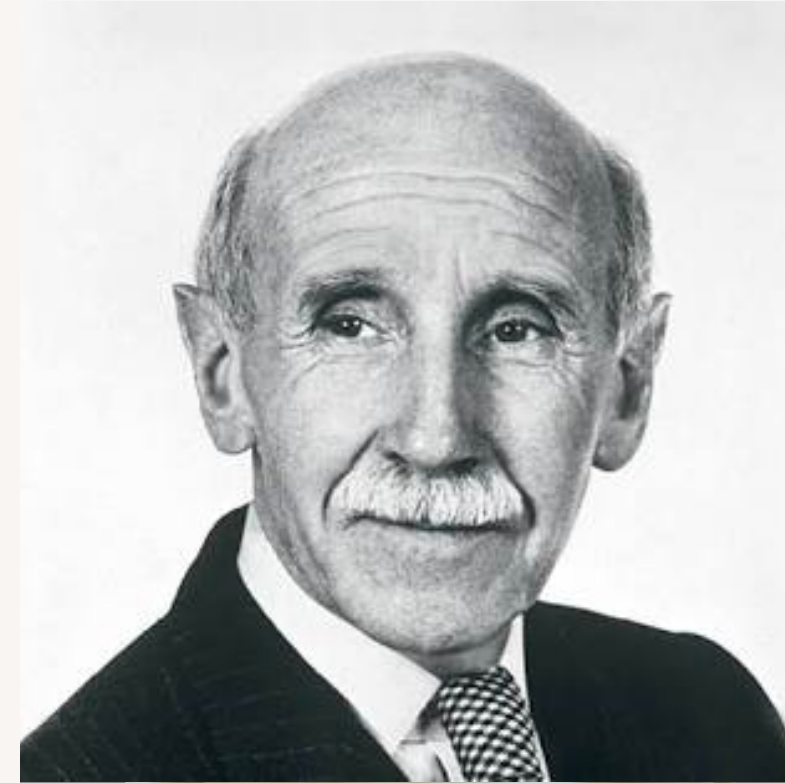
ICONIC SYMBOL: THE HERMES HORSE AND CARRIAGE LOGO

11.6 BILLION EUROS - IN 2022

OVER 16,000 EMPLOYEES WORLDWIDE

ONE OF HERMES' MOST ICONIC AND SOUGHT-AFTER PRODUCTS IS THE BIRKIN BAG. NAMED AFTER ACTRESS AND SINGER JANE BIRKIN.

THE ORIGINAL STORE WAS OPENED IN 1837 AS A WORKSHOP FOR CRAFTING HARNESSES AND SADDLES, CATERING TO THE EQUESTRIAN COMMUNITY.



HERMÈS IN 5 WORDS

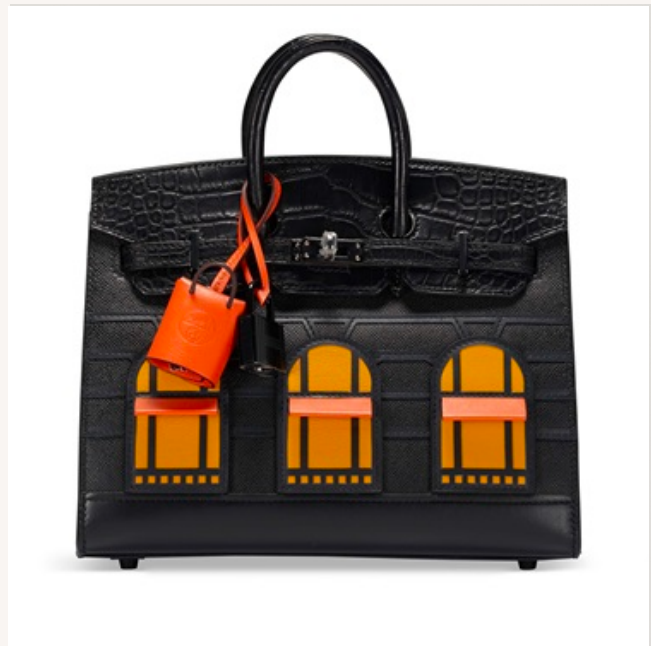
Sophisticated



LUXURY
craftsmanship



AUTHENTIC



TIMELESS



Exclusive



LOGO CONCEPT



THE CONCEPT

The Hermès logo features a bold, elegant horse and carriage, symbolising the brand's equestrian roots and commitment to luxury.

THE COLORS



#F1F2F3



#F1F2F3



#F1F2F3



#F1F2F3

THE FONT

The brand uses a clean and timeless serif font reinforcing its commitment to classic elegance.

They also use a lot of typewriter and Helvetica W01, Century Gothic

BRAND IDENTITY

Heritage

Independence

Professionalism

Exquisite craftsmanship

Spirit of Conquest - Entrepreneurship

Eye for detail and high levels of quality



BRAND ARCHTYPE

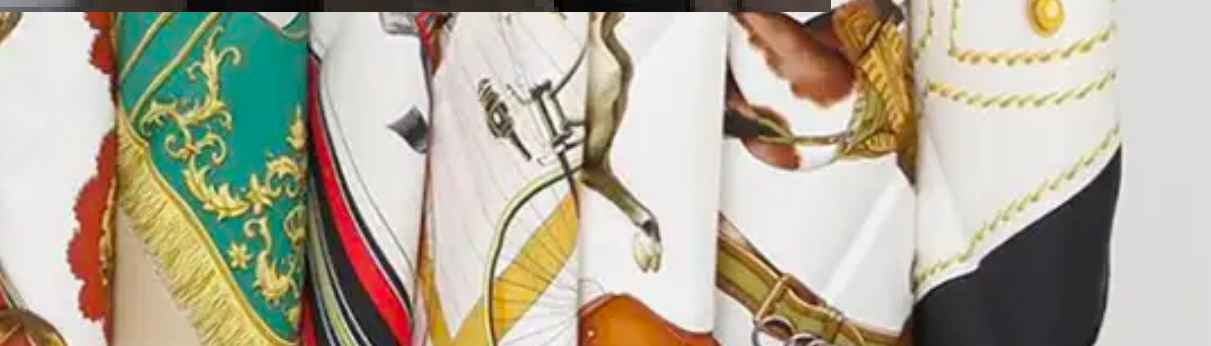
THE CREATOR – HERMÈS

01 SAGE

It frames its story as a journey through time, offering wisdom, sophistication, and magic through its products.

02 MAGICIAN

The brand's dedication to quality and timeless elegance aligns with these archetypes, as it aims to provide stability in the ever-changing world of fashion.



“We don't have a policy
of image,
We have a policy of
product”

CEO Jean-Louis Dumas

