



Hermes Multi-sensory Brand Identity Design Study

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ABSTRACT. Hermes has a significant market share in the luxury market due to its persistent pursuit of high quality. This paper analyses Hermès products from multiple perspectives through multi-sensory dimensions, specifically from the visual, tactile and olfactory aspects, and explores the extreme pursuit of Hermès' leather, silk scarves and perfume products in terms of their production process, as well as the elaborate design of its sales space. It is found that Hermès has succeeded in creating a unique shopping experience by providing a multi-sensory brand experience that closely links the brand image with consumers' emotions.

Keywords: Hermes; multisensory; brand image; experience

1 Introduction

Hermès - the world's leading luxury goods, originated in France, the elegance and tradition of Hermès products are present in the design of all products. Never made with mass-production machines, Hermès' pursuit of quality is therefore excellence, and its strict standards surpass those of many luxury brands[1]. In this paper, we will explore the production process of Hermes products from the visual, tactile and olfactory levels, how to achieve excellence and make it an iconic luxury brand.

2 Visual Aspect



Fig. 1. Logo in the shape of a horse-drawn cart(Image source: www.hc-create.com)

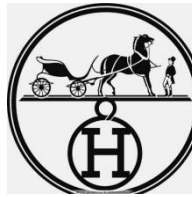


Fig. 2. H-shaped logo(Image source: www.photophoto.cn)

Hermès' concept of "the soul of the horse" stems from its reverence for horses and deep love for traditional equestrian culture, which is fully reflected in its product design. Hermès has always insisted on handmade products, and even as a top luxury brand, it still strives to create an "approachable" brand image[2].

2.1 Product styling

Logo. The design of the Hermès logo was inspired by a painting by Alfred Dore, "Quadriga with Horse Boys", from the collection of Emile Hermès, the third generation of Hermès heirs. This motif reflects Hermès' thinking about lifestyles and aesthetics at different times, in different regions and cultures. In addition to the logo in the shape of a horse-drawn carriage (Fig. 1), the H-shaped logo (Fig. 2) is often seen on modern products. In addition to the mirrored shape of the Hermès bag and watch collections, the two logos can also be seen on its men's and women's slippers. The Hermès logo is a symbol of the brand, showing the essence of its long history and harness tradition[3].

Personalisation. Hermès focuses on the individual needs of its customers, whether it is silk design patterns or leather goods, to ensure that each product is unique. Prior to production, shop assistants will record ideas based on the customer's preferred needs.

During the customisation process, Hermès offers the highest level of service and enjoyment to its customers, with the details of the product left entirely up to the customer. This sense of mystery not only increases the preciousness of Hermes products, but also makes people's love for the brand deeper and deeper[4]. Through personalisation and polishing of details, the brand continues to present high quality products to its customers.

Combination of tradition and fashion. The combination of tradition and fashion is one of the core concepts of the Hermès brand, which is reflected in the design of various products. Take the Picotin Lock handbag (Figure 3) as an example, this classic design integrates the brand's equestrian heritage, combining the design of feed bags in traditional harnesses with modern minimalist fashion, and has become one of the iconic styles of Hermes. In addition, in 2011 Hermès opened a boutique in Mumbai, India and launched a limited edition luxury sari [5], a successful case of combining tradition and fashion by giving a modernized sense of fashion through India's long-standing traditional dress.



Fig. 3. Picotin Lock Handbag(Image source: <https://www.hermes.com>)

Pattern Innovation. Hermès has always maintained an innovative spirit in the design of silk scarf patterns. In 1937, Hermès launched its first silk scarf, inspired by the popular board game of the time, in the form of concentric circles, as if the cars were moving in circles, perfectly interpreting the effect of the board, and it was named "Lady and the Bus" . Silk scarves have become classic Hermès products not only because of their patterns and textures, but also because of the brand's cultural heritage behind them. These silk scarves have a very artistic character, both in terms of the prints and the clash of colors. In addition, Hermès releases twelve new silk designs each year, demonstrating the brand's uniqueness in pattern innovation. The production of each Hermès silk scarf typically takes up to 18 months and passes through a

number of complex hurdles, and each pattern is carefully drawn by leading artists to ensure the taste and uniqueness of the product.

2.2 Color of the products

Orange is one of the main colors of Hermes products, this vibrant color represents the brand's vitality and creativity, and is regarded as the brand's classic hue. The colorless, yellow and red colors are also commonly used by the brand. Blue and green are often used as decorative elements or as color guides for pops of color, a color palette that demonstrates Hermès' unique taste in color application. From leather goods to silk scarves, you can see the use of orange as the main color, and some packages also use brown ribbons, so that Hermès products have a more stable and warm color feeling. Hermes also pays attention to the balance between classic and fashion in the use of color, for example, in the design of ready-to-wear women's clothing in the spring and summer seasons, it tends to use higher brightness and lower purity colors [6]. This attention to detail and careful consideration of color matching highlights Hermes' sensitivity to fashion trends.

2.3 Visual aspects of the Hermes sales space

The unique charm of Hermes sales space is reflected in several aspects. First of all, when choosing the location, they tend to choose places with a long history and rich cultural heritage, such as a European-style building built in the early twentieth century at the junction of Huaihai Zhong Road and Songshan Road in Shanghai. This choice of location allows Hermès to construct a visual image that complements history and culture. In addition, the store is decorated with red bricks on the exterior and Western-style terraces as accents, fully displaying the French romanticism.

In terms of the product program, the store contains all the products of the Hermès brand, whether it is shoes, suitcases, accessories or home products, they all satisfy the many needs of customers. The store also hosts regular indoor art exhibitions and refreshes its themed display windows quarterly as a way to provide customers with a richer artistic and cultural experience. Rich artistic elements are injected into the window and in-store displays so that customers can immerse themselves in the artistic atmosphere while experiencing the characteristics of the products. In addition, Hermès regularly organizes art exhibitions to provide customers with the opportunity

to "one phase at a time", creating a modern urban landscape through collaboration with artists. The design of Hermès' sales space not only reflects the brand's emphasis on art and product features, but also creates a unique shopping experience for customers on a visual level.

3 Tactile Levels

3.1 Texture

Hermès demonstrates its brand qualities of luxury and sophistication in its choice of materials, including lizard, ostrich, crocodile and calfskin. These high-end leathers are not only chosen for their unique texture and beautiful appearance, but also for their material durability and tactile[7]. In addition, Hermès silk scarves are made of cashmere and mulberry silk, which are fibers that not only provide a superior tactile sensation, but also ensure the warmth and breathability of the product, reflecting Hermès' relentless pursuit of high-quality materials. For leather goods, Togo leather and Clemence leather represent the Hermès brand's mastery of leather texture. Togo leather is favored for its fine, smooth surface, a finish that gives it a distinctive tactility and luster, resulting in a handfeel that is both crisp and smooth[8]. In contrast, Clemence leather exhibits a softer and thicker texture, with its natural fullness providing another level of comfort[9]. These details not only enhance the appearance of the product, but also increase the user's feeling when using it.

3.2 Temperature

Hermès' special treatment of the Togo leather is not only concerned with its aesthetics, but also with enhancing the touch and comfort of the material itself. This treatment technique keeps the leather soft and warm, allowing the user to feel an almost skin-like affinity when touching it. This not only increases the sensory appeal of the product, but also enhances satisfaction and comfort during use. As Fischer and DiYanni point out, by taking this approach, Hermès has succeeded in transforming a high-end leather product into a luxury item that can be experienced and enjoyed, rather than just an accessory with a flashy exterior[10].

At the same time, the Hermès silk scarf line also demonstrates the brand's meticulous attention to material selection and treatment. Selecting the finest silk as the main material, this high-quality silk is not only smooth to the touch, but also has

excellent warmth-retaining properties, making it an ideal fashion accessory for cold weather. As analyzed by Greenwood, through this strategy Hermès not only meets consumers' high standards of luxury touch, but also strengthens the brand's market position in providing the ultimate comfort experience[11].

Hermès' focus on texture, texture and temperature reflects the consistent pursuit of Hermès throughout its brand strategy. That is, to enhance the overall customer experience through every detail, which is not only limited to visual aesthetics, but also includes connecting consumers' emotions through the sense of touch, so as to establish a deeper emotional connection between the brand and consumers. Thus, this meticulous pursuit has helped Hermès maintain its uniqueness and appeal in the highly competitive luxury market, and continue to attract and retain a customer base that pursues a high quality of life.

4 Olfactory Level

4.1 Fragrance products

Raw material selection and perfume composition. Hermès is known for its strict selection criteria for fragrances and essential oils to ensure the longevity and uniqueness of its perfumed products. The brand often uses unique ingredients, such as leather and tea, to give the fragrance product layers. For example, Hermès Eau Des Merveilles Bleue uses lemon, sea water, patchouli and woody notes to create an aquatic fougère, while Twilly D'Hermès uses ginger, tuberose and sandalwood for a warm and sensual floral note. This careful selection of raw materials and innovative combinations make Hermès fragrances unique on the market.

Fragrance is closely linked to emotions, and different fragrances can trigger different emotional responses. For example, pleasant fragrances can enhance evaluations of others' appearance and social competence[12]. For Hermes, special scents can also bring unique memories to consumers and increase emotional needs. This emotional connection not only enhances consumers' identification with the brand, but also strengthens the brand's market competitiveness in an invisible way.

Unique Fragrance Style and Brand Story. Each Hermès fragrance carries the brand's unique culture, with a distinctive choice of ingredients and an intriguing style of perfuming. Hermès creates unique collections of fragrances, such as its Jardin line,

by drawing inspiration from the natural beauty and cultures of the world. These fragrances not only recreate the landscapes and climates of a particular location, but also convey the unique ambience of that place through complex combinations of fragrances. For example, the Un Jardin à Cythère perfume combines the aromas of grass, olive wood and fresh pistachios from the Greek island of Kythira to create an unspoilt island atmosphere[13]. Lampoon Magazine, 2023.]]. This olfactory design using regional culture enhances the layering and uniqueness of the perfume, attracting consumers' attention and loyalty by triggering their emotional memories and desire to travel. Hermès fragrances are seen not only as consumer products, but also as cultural artefacts that contribute to a wider discussion of the olfactory arts[14].

High Quality and Fine Workmanship. The production of Hermès' fragrances demonstrates its pursuit of exceptional quality, from the selection of ingredients and the development of formulas to the production process. Take Terre d'Hermès as an example, the brand's classic products combine citrus and mineral elements to craft bergamot, lemon, cedar and patchouli to create a unique and elegant woody fragrance. Each ingredient is selected through a rigorous selection process to ensure its purity and optimal quality, resulting in fragrances that are both richly layered and long-lasting. When developing a particular formula, Hermès perfumers make several attempts to adjust the ratios of each group to achieve the best balance of scents and unique effects. For example, when Hermès selects citrus essential oils, it extracts them from the best fruits in a certain region using a cold-press method, which preserves the natural activity of the essential oils and maintains the purity of the aroma. At the same time, Hermès also uses a low-temperature distillation process to extract the purest essential oils from flowers and plants, ensuring that every drop of the fragrance is of the highest quality. Hermès 24 Faubourg, for example, not only incorporates the refreshing scent of white flowers and citrus into its aroma, but also incorporates luxurious design elements into its packaging, demonstrating the brand's unique taste. In terms of the production process, Hermès uses aseptic filling technology to ensure that the perfume is not contaminated in any way during the filling process and can retain the purest fragrance.

4.2 Olfactory design of sales spaces

In addition, the clever use of scent in the sales space enables customers to feel the brand's glamour and cultural connotations more deeply when shopping[15]. For example, Hermès has launched an independent perfume shop, the "Scent Library" , located in the heart of New York City, which allows customers to explore and experience a variety of scents in a serene environment, and presents the brand image of the perfume in a luxurious display space, which also enhances the customer's shopping experience. The meticulously designed interior space utilises natural light and soft lighting to create a welcoming atmosphere. The shop's display layout adopts an open architecture, allowing perfume bottles to be displayed on wooden shelves, which is easy to touch and maintains the overall transparency of the space. In the specific design of the sales space, Hermès pays attention to details, such as setting up a miniature fragrance diffuser above each booth, which can emit different fragrances in inconspicuous corners, allowing customers to feel the unique scent of each type of perfume inadvertently. This design not only enhances the olfactory experience of customers, but also allows them to continuously feel the changes of different fragrances as they move, further enhancing the layered and rich shopping experience. Hermès' olfactory design strategy is not only reflected in the use of fragrances in the shop, but also through the display of different perfumes to highlight the characteristics of each perfume. For example, Hermès places some classic fragrances in softly lit areas to create a nostalgic atmosphere, while for some fresh and modern fragrances, it chooses brightly lit areas with open space for display, so that customers can feel the unique personality of these fragrances both visually and olfactorily.

5 Conclusion

This paper provides an in-depth analysis of the brand story, innovative formulas and production process of Hermès products through the three levels of sensory experience: visual, tactile and olfactory. Through the careful design on the multi-sensory interaction between Hermès products and customers, it enables consumers to find a distinctive consumer experience and brand connection when choosing the brand, which further enhances the overall consumer experience. A comprehensive analysis of these aspects shows that Hermès' success in the luxury

market is the result of its pursuit of excellence and innovation in every aspect of its business.

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