

ARTS AND ENTERTAINMENT

Herms grants behind-the-scenes look at theatrical production

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The magic of filmmaking is at the core of a fresh release. Image credit: Herms

By ZACH JAMES

French fashion and leather goods house Herms is documenting the process of bringing live theater to the small screen with a new short.

To uplift the release of "On The Wings of Herms: The Movie," a recorded version of the traveling stage show, the maison is showcasing how the project took form in a behind-the-scenes featurette. In the past several months, maisons have been active in sharing looks at the magic at play in their respective seasonal campaigns, high-profile activations and everyday craft, now Herms joins the group.

Lights, camera, action

"On The Wings of Herms: The Movie" tells the story of Pegasus, the winged horse of Greek myth and a symbol of the house, through narration and abstract visuals over a nearly 35-minute runtime.

The film, which was released on July 26, 2024, on YouTube, is an adaptation of the brand's traveling stage show, which has been on the road since October 2023. Since its debut, the play has landed at venues in Paris, Taiwan, Japan, Santa Monica, California (see story) and, most recently, at the 5-star Marina Bay Sands resort in Singapore.

The presentation is available for all to see online now

Experimental in nature, the picture, as well as the stage drama, were directed by Belgian filmmaker Jaco van Dormael, an acclaimed and respected creative in his home country. Belgian dance choreographer Michle Anne de Me, who worked on the theater version, did not translate her contributions to the small screen debut.

To bring the play to film, Herms and Mr. van Dormael utilized extensive visual effects, including practical features, such as stop-motion and paper craft, as well as digital touches, such as blue screens and computer-generated imagery. Dozens of talents behind and in front of the camera contributed to "On The Wings of Herms: The Movie," with many of them handcrafting sets and puppets for the feature.

Movie magic

This summer, several prestige maisons have taken inspiration from blockbusters of the stage and screen with their activations.

Herms shares a look behind the curtain of their abstract film

Modern filmmaking techniques have breathed new life into luxury advertising and artistic showcases, as recent releases from German automaker Porsche ([see story](#)) and Swiss watchmaker Omega ([see story](#)) would be difficult to create without state-of-the-art technology.

Collaborating directly with Hollywood, French fashion label Balmain partnered with Disney to release a limited-edition collection of ready-to-wear and accessories based on The Lion King ([see story](#)).

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