


Haute Living.com, *Haute Scene: Hermes: A Man's World Fete*, Written by Hadley Henriette, June, 2013

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The storied French brand threw an extravaganza in the Design District's Moore Building that will surely not be topped for a long time to come. All the heavies showed up including Craig Robins, Robert B. Chavez, President and CEO of Hermes and Men's Artistic Director Veronique Nichanian. Artistic Director Etich was tapped by the Boston house to create a living and interactive world of Hermes. Luxy guests checked in and received an RFID to use before going on a journey through a series of installations that included male models outfitted in Hermes high in the rafters, playing chess in wooden elevators and on the dance floor. Aside from eye candy, guests enjoyed lobster, copious quantities of French cheese, and cured European meats.



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