

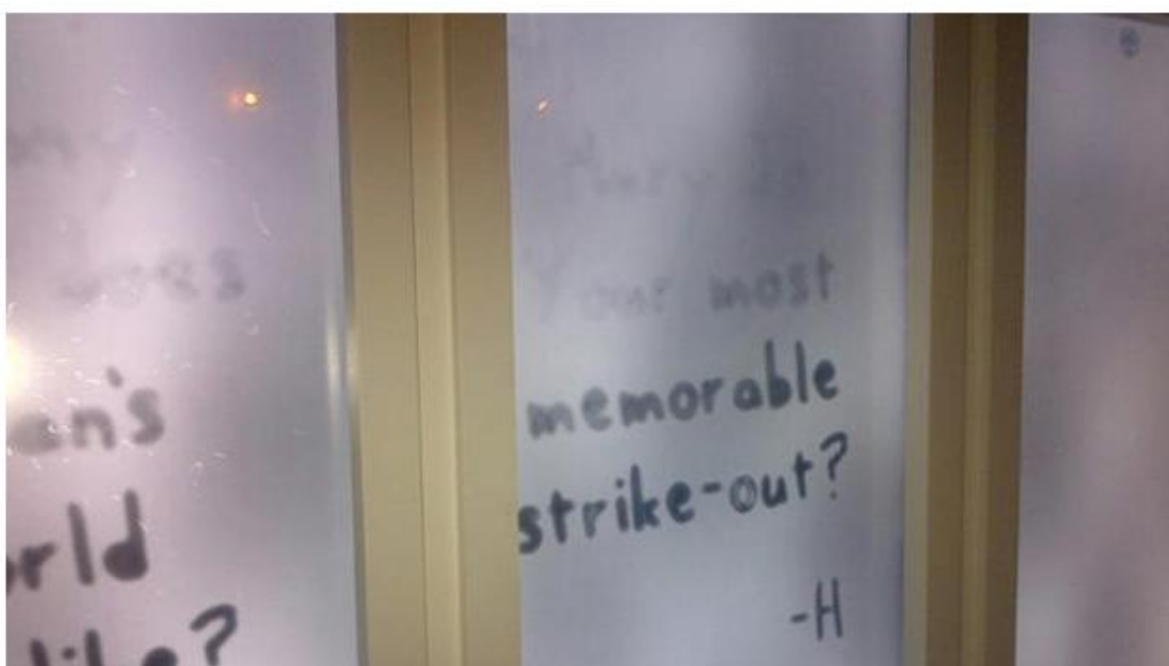
Latin Beat, Hermes' "A Man's World", By Mary Jo Shore , Thursday, Jun 13, 2013

LATIN *Beat*

Hermes' "A Man's World"

By Mary Jo Shore | Thursday, Jun 13, 2013 | Updated 12:33 PM EST

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The Hermes event.

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Hermès' recent "A Man's World" event at the iconic Moore Building was filled with multi-sensory experiences and illusions

designed to impress and overwhelm.

The party featured dozens of models, aerialists, optical illusions, gourmet food and personalized multi-sensory experiences for over 600 guests. Upon entering, guests marveled as they looked up at male models who dangled from and walked across giant square columns almost 50 feet above, dressed in classic Hermès understated style. Guests walked across a mirrored floor.

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Six faux elevators banks, created for the event, lined the walls of the first floor and sporadically opened and closed to reveal more male models, engaged in all sorts of sporting activities, in keeping with the design house's theme for 2013, "It's a Sporting Life." They carried English saddles, rode bicycles or skateboards and even played chess atop Hermès luggage. The models periodically crossed the main floor among the guests who indulged in gourmet bites from Le Basque catering and champagne as they made their way to the buffet of lobster, foie gras, and lamb chops.

The second floor boasted a locker room, bedroom scenario, fun house fitting room, photo booth, boxing ring and wall-to-wall gourmet French cheeses. The locker room, complete with showers, lockers, displayed each guest's name written on steamed-up shower doors. As each person stood in front of a shower door, his name would appear, letter by letter, followed by a themed personalized message pertaining to baseball, to match the sporting motif.

Such as "What's your game winning move?" And "what was your worst strike out?"

Each of the personalized experiences came courtesy of a radio frequency ID with a chip inside carrying each guest's name, which allowed for all of their experiences with the installations to be recorded and a personalized webpage to be emailed to them later.

But the most buzzed-about installation was the seemingly unending fitting room maze, reminiscent of a fun-house, but with windows where mirrors should be.

Guests were also given the opportunity to sport a variety of Hermes scarves and accessories for an interactive photo booth. There was also a full-sized boxing ring, where guests could don boxing gloves and take swings at each other in front of a photographer, who took fast-action shots.

The artistic installations were created by Argentine artist, Leandro Erlich, and Hermès Men's Artistic Director Véronique Nichanian. Erlich manifested Nichanian's vision, of "displaying finely conceived masculine objects within extraordinary imagined settings; a world of sporting elan where menswear literally defies gravity."

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Nichanian visited Miami in February and, taken with its energy, chose it for the event. She toured the Moore Building with Erlich and decided "it would be fun to play with the space and transform it."

On Thursday, models and aerialists were rehearsing as crew members put the finishing touches on the conceptual displays.

Hermès executives appeared aghast when asked the budget for the event and demurely declined to comment.

Founded in Paris in 1837, Hermès generated \$1.1 billion in revenue for the first quarter of 2013, up 12.8 percent from the same period of 2012. Of that, \$173.5 million was derived from the Americas, up 11 percent. Hermès has 376 stores worldwide, including 27 in the United States.

Hermès closed its store in the Bal Harbour Shops and opened a temporary shop in the Design District in February, with plans to open a larger, flagship store in the Design District in December 2014.