

Leandro Erlich, Selectism, *Hermès Brings a Man's World Exhibition to Miami*, by Denise Taw, 2013

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HERMÈS BRINGS "A MAN'S WORLD" EXHIBITION TO MIAMI

By Denise Taw posted on June 4, 2013 3:01 pm

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Last Friday evening, **Hermès** held one of its grandest exhibitions in the Moore Building of Miami's Design District. We were honored to have been invited to experience the 11 interactive installations that awed audiences with the ability to connect to every piece of art around them.

The third of "A Man's World" events (previously in Beijing and Paris), the theme of the night was "A Sporting Life" spearheaded by Hermès Men's Artistic Director Véronique Nicholson and artist Leandro Erlich.

Aerial artists walked the high beams above the mirrored floors in the Spring 2013 collections where the audience cleeched in. A maze of interconnected mirrors that resembled a very elegant fun house was one of the highlights of the night while a set of identical twin models mimicked each others movements through imaginary mirrors. The idea of "trompe l'oeil" was seen throughout the sets, which created an interactive experience for all. Makeshift elevators housed models donned in Hermès collections before they walked around and paraded amongst the audience - wearing classic suits to scuba gear and baseball outfits. Models playing chess on vintage trunks and a motorcycle from their Yamaha collaboration from 2010 were flows in for this special night as well.

Many got to experience the quality of Hermès products first hand, with an installation of 36 identical suits in varying colors, a gym locker room with interactive displays and multiple signs of "please touch" on many of the displays. Guests also got to get their chance to take the experience home with them, with multiple chances for photo opportunities at the photo booth and a mirrored boxing ring. The use of electronic IDs allowed guests to roam about the installations recognized by "interactive mirrors" before receiving an email to links featuring their personalized experience at the event with gif, pictures and videos. More than just about viewing - it was about coupling fashion and experience, giving over 600 guests a way to experience the brand themselves in their own manner.

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