

Hermès and Paper Source are the brands that show you how to incorporate design into every part of your daily life.

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Executive Summary

Hermès and Paper Source both share similar missions: to utilize craftsmanship, and bring beautiful products to the public. Hermès would benefit from collaborating with Paper Source because it would encourage them to put out a product that is more accessible to the masses and still maintain the degree of quality and design for which they are famous. Paper Source would benefit by collaborating with Hermès because Hermès' name and legacy would bestow a sense of opulence and exquisite design to the aesthetic emphasized stationery/craft company. The theme is exclusivity.

By utilizing each other's logos, both companies will benefit from presenting a well-designed and limited collection of products. Hermes is to design a small apparel collection featuring motifs inspired by Paper Source's logo, motto, and product collection. They will also design a stationery collection featuring the patterns from their apparel collection that Paper Source is to sell exclusively. The idea is to partner two companies dedicated to bringing brilliant designs to the public. This collaboration targets customers who appreciate fine detail and offers an elevated sensibility for one's everyday individual style.



Why I Chose **HERMÈS** PARIS



“Les Tigreaux Scarf 45” by
Hermès

I chose Hermès because of their dedication to creativity and production of high quality items. Their scarves are a stunning example of their ability to transform a smaller, often overlooked, clothing item into a luxury piece possessing an element of intricate design. Their scarves are all screen printed rather than machine printed, which shows how much they value excellent craftsmanship and a sublime aesthetic. Also, their commitment to championing creativity has been demonstrated through the Foundation D’Entreprise Hermès which “supports individuals and organizations seeking to learn, perfect, transmit and celebrate the creative skills.” Additionally Hermès’ dedication to implementing eco-friendly techniques (ie. integrating renewable energy into their electricity consumption) makes them a great brand to work with.

Why I Chose PAPER SOURCE



Fine paper and oragmi paper on display at Paper Source

I chose Paper Source because of their commitment to promoting creativity via stationery and arts and craft materials. Their mission is to inspire people to “do something creative everyday.” They stock their stores with beautifully designed products, which stems from the founder Sue Lindstrom’s desire to “share the beauty of handcrafted papers from around the world, with the world.” Their motto also demonstrates their wish to inspire their customers’ creativity: “Give, Live, Create, Celebrate.” Paper Source also employs various eco-friendly initiatives such as working with sustainable packaging and using recycled materials for their products, including leather bound datebooks and journals.

Why I Chose



and



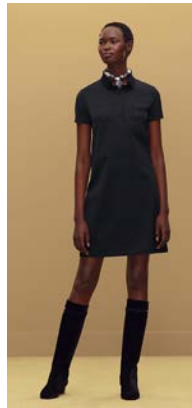
Stationery and fashion have been linked together for some time. The stationery store Papyrus has been a sponsor for New York Fashion Week for fourteen seasons. Fashion brands are demonstrating how apparel companies can branch out into other more commercial lines of product while still maintaining their creative direction. Kate Spade New York Stationery produces a renowned line of greeting cards and journals marketed online and in stores. The fashion houses of Oscar de la Renta and Vera Wang have designed exclusive collections of wedding invitations and personal stationery for online vendor Paperless Post.

By collaborating with each other Hermès and Paper Source will support each other's dedication to nurturing individual creativity without interfering with the other's customer base. Their values line up so well (including that of being eco-friendly) that the partnering of these companies is a natural merging of style and quality that will afford everyone access to the design elegance of the smaller and affordable essentials.

Inspiration Board

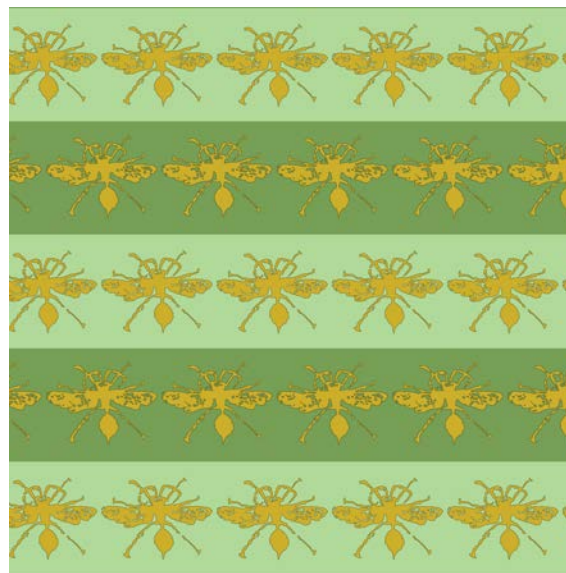
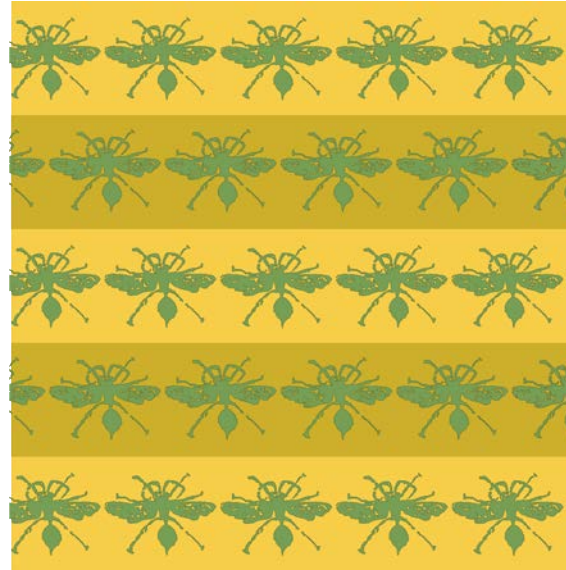
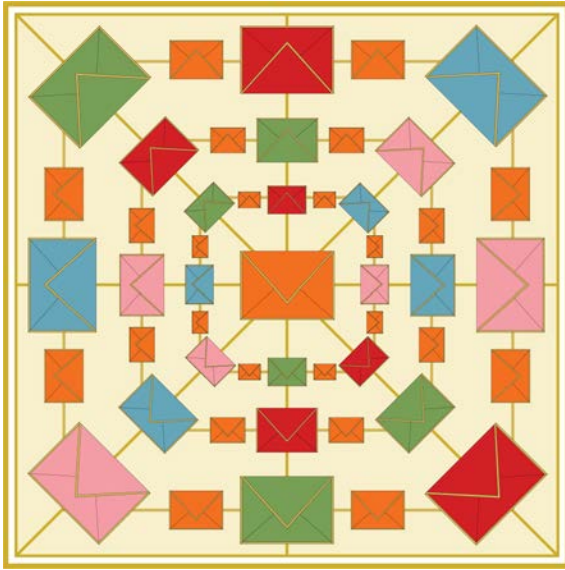


“Op’H shawl 140” scarf by
Hermès

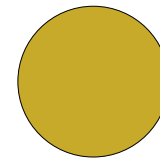
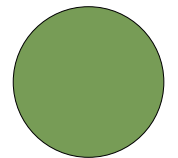
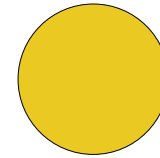
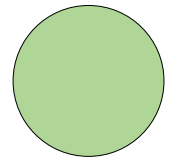
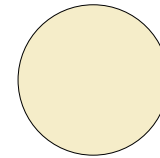
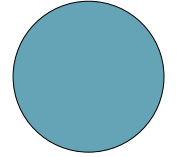
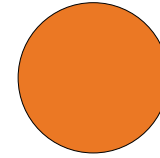
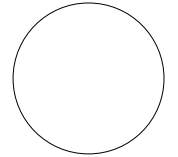
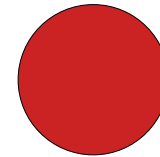
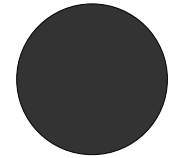
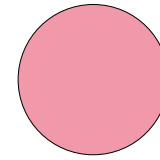


My garments were inspired by the wrap construction of traditional Japanese kimonos as well as the colorful patterns of Japanese origami paper. Also compelling is the shape of the envelope itself. Paper Source’s logo and motto became a foundation for a few of my patterns. I focused on keeping my designs in line with Hermès’ more streamlined silhouettes.

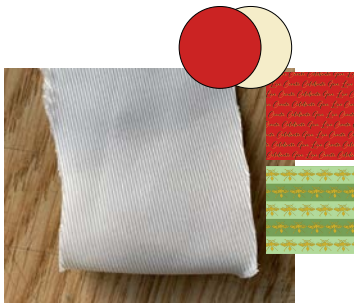
Pattern Gallery



Color Palette



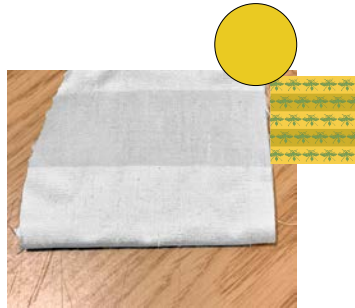
Garment and Accessory Fabric Sources



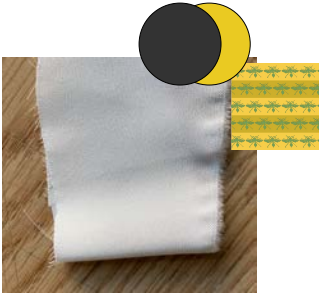
silk twill (heavy weight)



silk charmeuse



silk shantung



silk twill (light weight)



cotton twill



cotton knit



suede



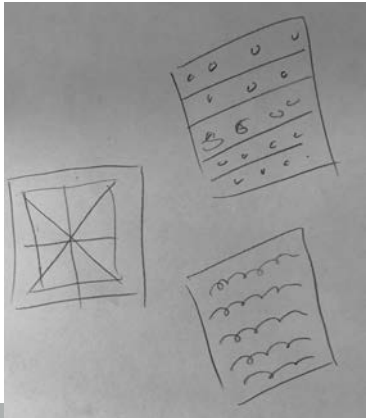
silk twill (light weight)



grain leather

*Color palette located above swatch photo, print palette located on the side

Process



4/1
50/10



Look 1



Look 2



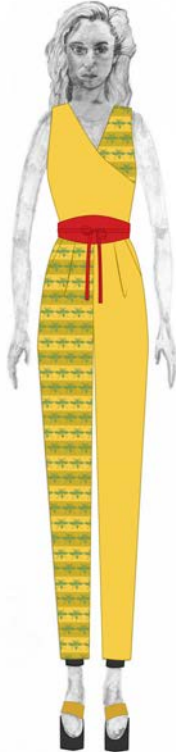
Look 3



Look 4



Look 5



Look 6

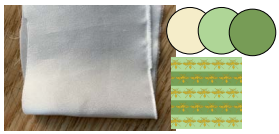


Look 7



Look 8





silk charmeuse



silk charmeuse



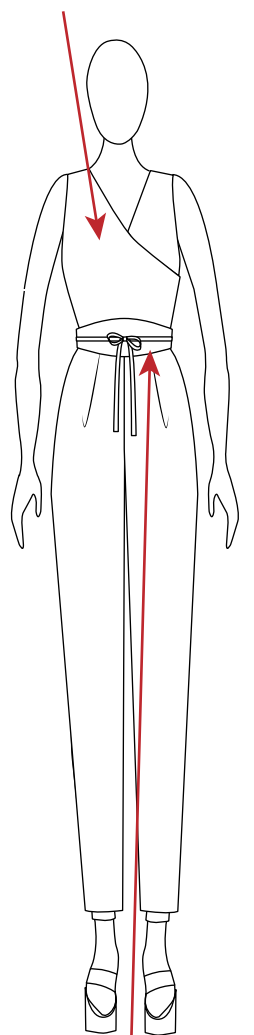
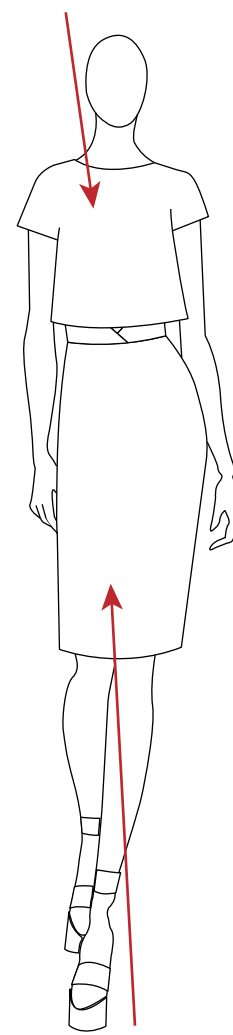
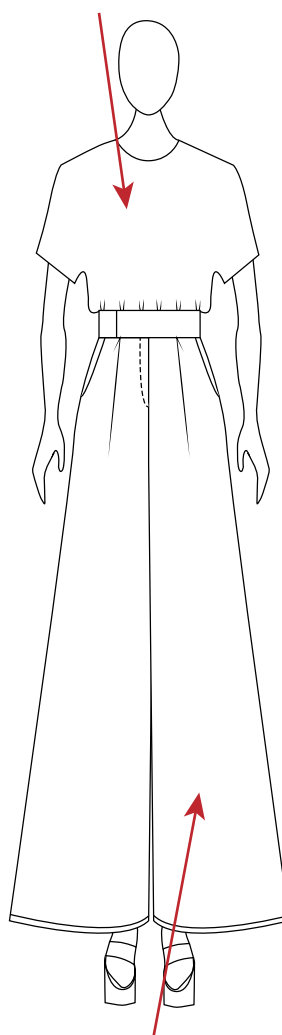
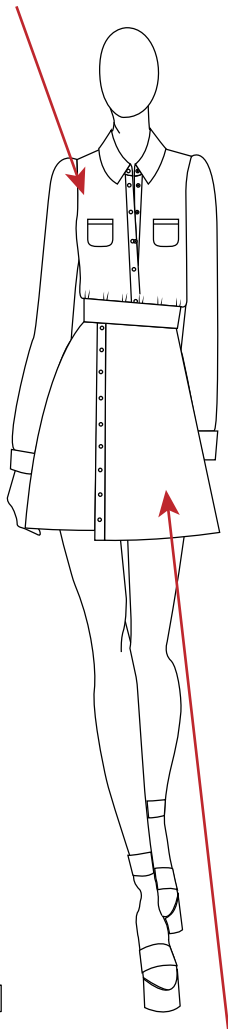
cotton knit



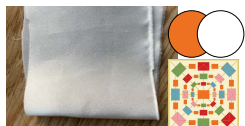
cotton knit



silk twill (light weight)



cotton twill



silk charmeuse



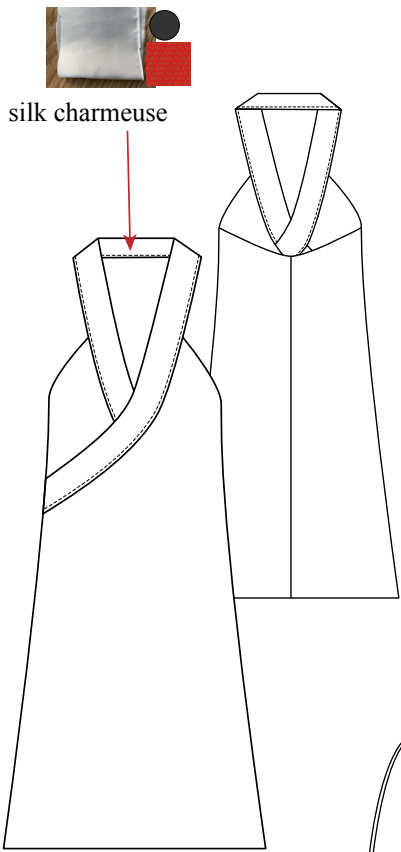
silk shantung



silk twill (heavy weight)

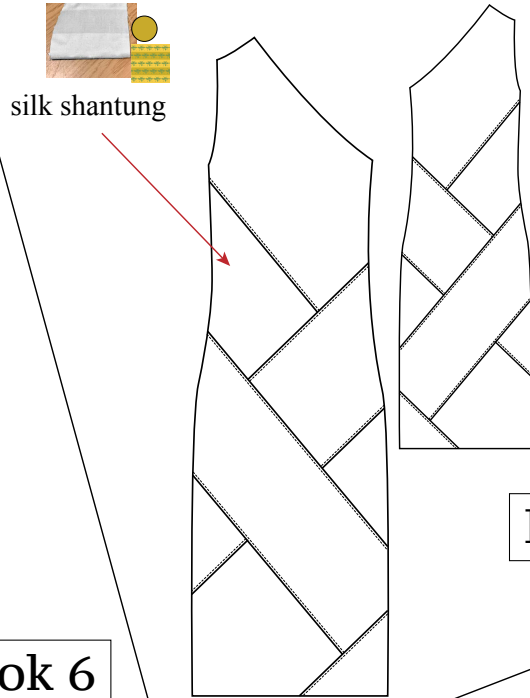


suede



silk charmeuse

Look 6

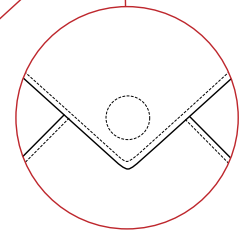
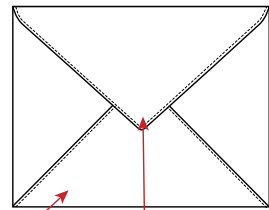


silk shantung

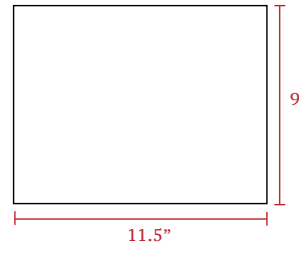
Look 7



grain leather



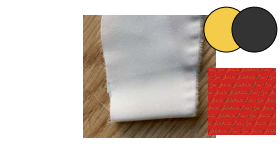
hidden magnetic clasp



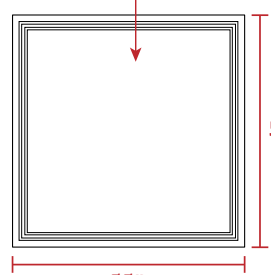
11.5"

9"

Look 8

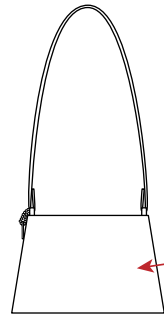


silk twill (light weight)

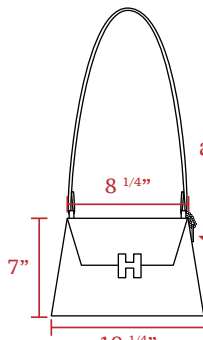


55"

55"



suede



gold charm and bag clasp

10 1/4"

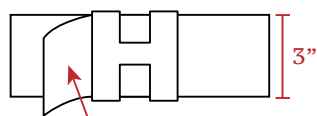
7"

8 1/4"

H 2"

H 4"

7"

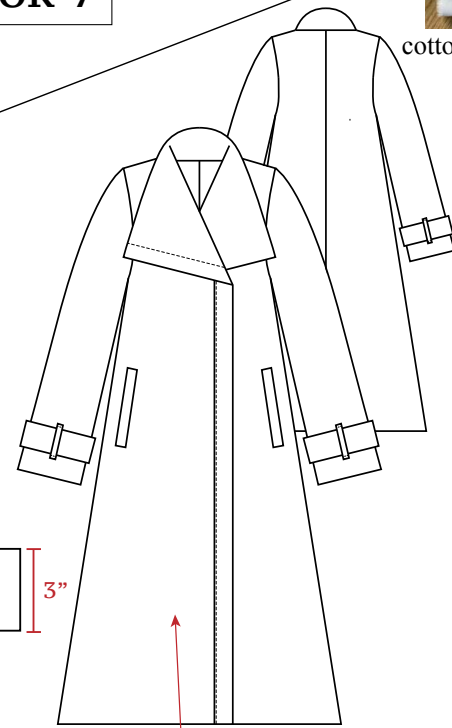


gold buckle

3"



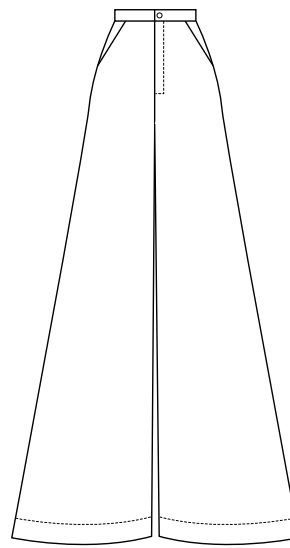
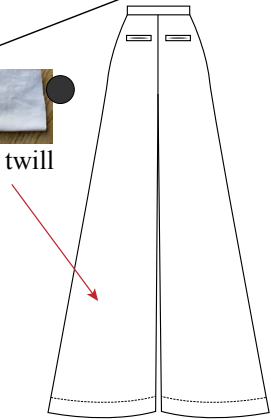
grain leather



cotton twill



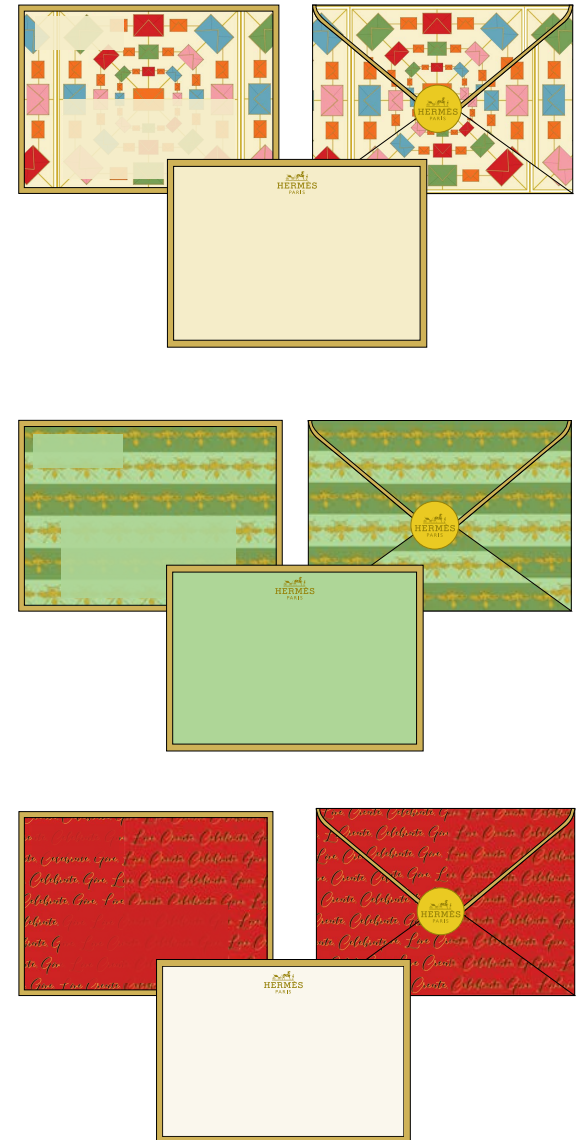
silk twill (heavy weight)



Communicating the Collaboration

In order to highlight the collaboration between the two companies, each company will have a small, yet vivid, display highlighting the collaboration and the other company's mission statement. Hermès will focus on Paper Source's dedication to inspiring creativity and desire to help their customers celebrate the simple joys of life, then relate it to the limited collection. Paper Source will highlight Hermès' history of quality, craftsmanship, and design while displaying the exclusive stationery collection designed by the famous luxury apparel brand. (Stationery collection example picture to the right.)

The idea is to illustrate unification of the brands through eclectic design and sharing of brand recognition and imagery. Each company would discreetly advertise the other company's webpage. This collaboration is also a great opportunity for an editorial ad in major fashion magazines such as Vogue. Paper Source will supply some of their products for Hermès to use in a photoshoot. The goal is to alert both companies' customer base of the collaboration. Additionally, this might motivate Hermès and Paper Source's customers to further explore the rest of the collections, resulting in a productive cross pollination of customer bases.



Stationery is 3.5" x 5"

Concluding Remarks

Hermès and Paper Source will make a great collaboration because they share similar values in terms of promoting creativity and utilizing eco friendly initiatives. Hermès will be able to employ Paper Source's logo and motto to create patterns they will use to design and market a small apparel collection available only for a limited time. The patterns designed by Hermès will be used to fashion a small collection of stationery which will be sold exclusively at Paper Source. Both labels are dedicated to incorporating elegant design and inspiration into the small essentials of life. The concept of fashion and stationery crossover has met with some success, so this collaboration is a proven way for both companies to get involved with each other's industry. Hermès has the opportunity to sell a product which will be more available to the average consumer while Paper Source is enhanced through the exclusivity of selling a product from a renowned luxury brand. The idea is to get customers more familiar with the work of both brands. I think through well curated displays and promotions, both Hermès and Paper Source will benefit from collaborating.

Collaboration Research

According to Fashioninsiders.co, “A few years ago these high fashion collaborations were in their early stages. Designers avoided them as they were fearful of diluting their brand ideology and even tarnishing a luxury fashion house’s name. Collaboration implied that you needed help and were unable to create memorable collections without working with others in your field.”

These considerations appear inconsequential in today’s market. Fashion designers and manufacturers of mainstream clothing and home products are collaborating more than ever before. Factors that contribute to a successful collaboration seem to be: similar mission and values (such as sustainability); compatible aesthetics; luxury appeal; the sharing of a symbol or logo of a luxury brand with an affordable item; elevation of a household item to a fashion statement, or even art; and limited run designs.

A high end luxury brand partnering with an affordable, mainstream and accessible brand currently seems to be a recipe for success. H&M partners with Stella McCartney, Balmain and Kenzo to produce limited run fashions that are in high demand and sell out quickly. The keys here appear to be ensuring compatible aesthetics, values and limiting product quantity. The exclusivity factor of a luxury brand at a somewhat affordable price has great appeal.

Fashion houses are not just simply collaborating with other clothing manufacturers. As Instagram images become increasingly ubiquitous, even mundane, but essential, household items are being elevated by fashion statements. Dolce & Gabbana's collaboration with Smeg Appliances has produced vividly artistic mixers, blenders and toasters sure to make an elite statement in the kitchen. Priced between \$850 and \$1,500, these items aren't for the very frugal. However, for those who find them affordable, or are willing to blow up their charge card, having such an appliance in the kitchen is transforming and an every day delight for the eyes



Advertisement of H&M collaboration with Stella McCartney.



Image of Dolce & Gabbana x Smeg kettle.

Target has successfully partnered with designer brands for 20 years: Isaac Mizrahi, Lilly Pulitzer, Zac Posen and even Alexander McQueen and Jean Paul Gaultier. With social media such a powerful force, exposing the Target shopper to fashion designs that, years ago, would only be available on the pages of high fashion magazines. Through these collaborations luxurious design is available to consumers of every economic level. The design house wins, the mall retailer wins, and the customer wins. Which is as it should be.



Promotional images for Target's collaboration with Issac Mizrahi, Lilly Pulitzer, and Zac Posen (pictured in order).