



Submitted by:  
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Brand Chosen  
Hermes  
Iconic product  
Hermes scarf



1st design



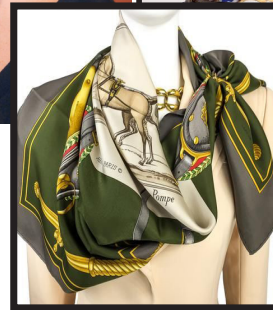
Princess Grace Kelly of Monaco, for example, used her Hermès scarf as a chic sling when she injured her arm in 1957.



1st ever advert of scarf



old motifs



Sarah Jessica Parker



Giovanna Battaglia Stylist



German Model Cluadia Schiffer



Robert Dumas created the design for the first scarf using a woodblock.

Hermès first began producing scarves in 1937.

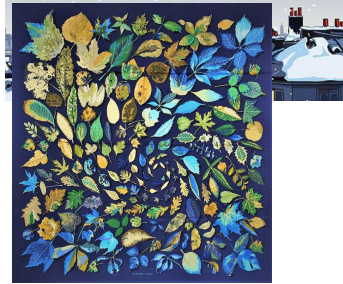
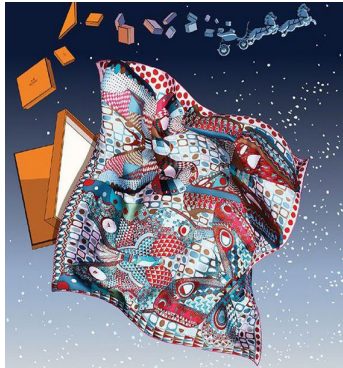
Made from imported Chinese silk, the first carrés ("square scarves") were twice as strong as any other silk scarf on the market at the time, and by far the most versatile.

Hermès has employed a number of renowned artists to create the scarves featured in each season. Once an artist conceives a design, it's carefully engraved into the screen for printing (a process that takes approximately 750 hours).

Today, Hermès sources its silk from its own silkworm plantation in southern Brazil – and the scarves remain impressively strong.

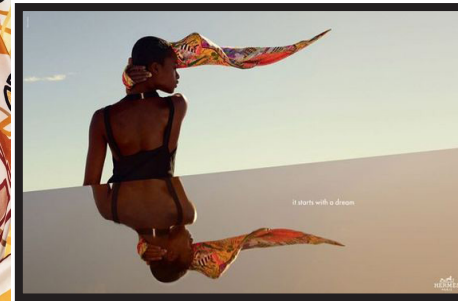
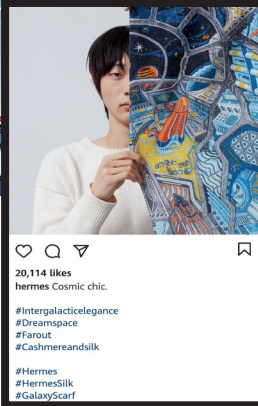
The length of the thread of a thousand Hermès scarves is of the same measure as the Earth's distance to the moon.



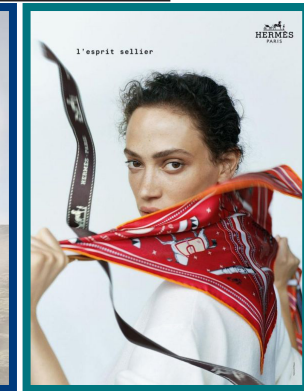


Model Blanca Padilla is  
Color', lensed for Harper's  
Bazaar US

Metamorphosis  
Hermes Story  
Zebra Pegasus,2014 autumn  
winter



Mayowa  
Nicholas  
in summer spring  
2019



Fall winter 2020  
campaign



Karlie Kloss  
in summer spring 2013



Ready to wear  
summer spring  
2018



Othilia Simon  
in Fall Winter 2015  
scarf runaway shadow  
theme scarf highlights