

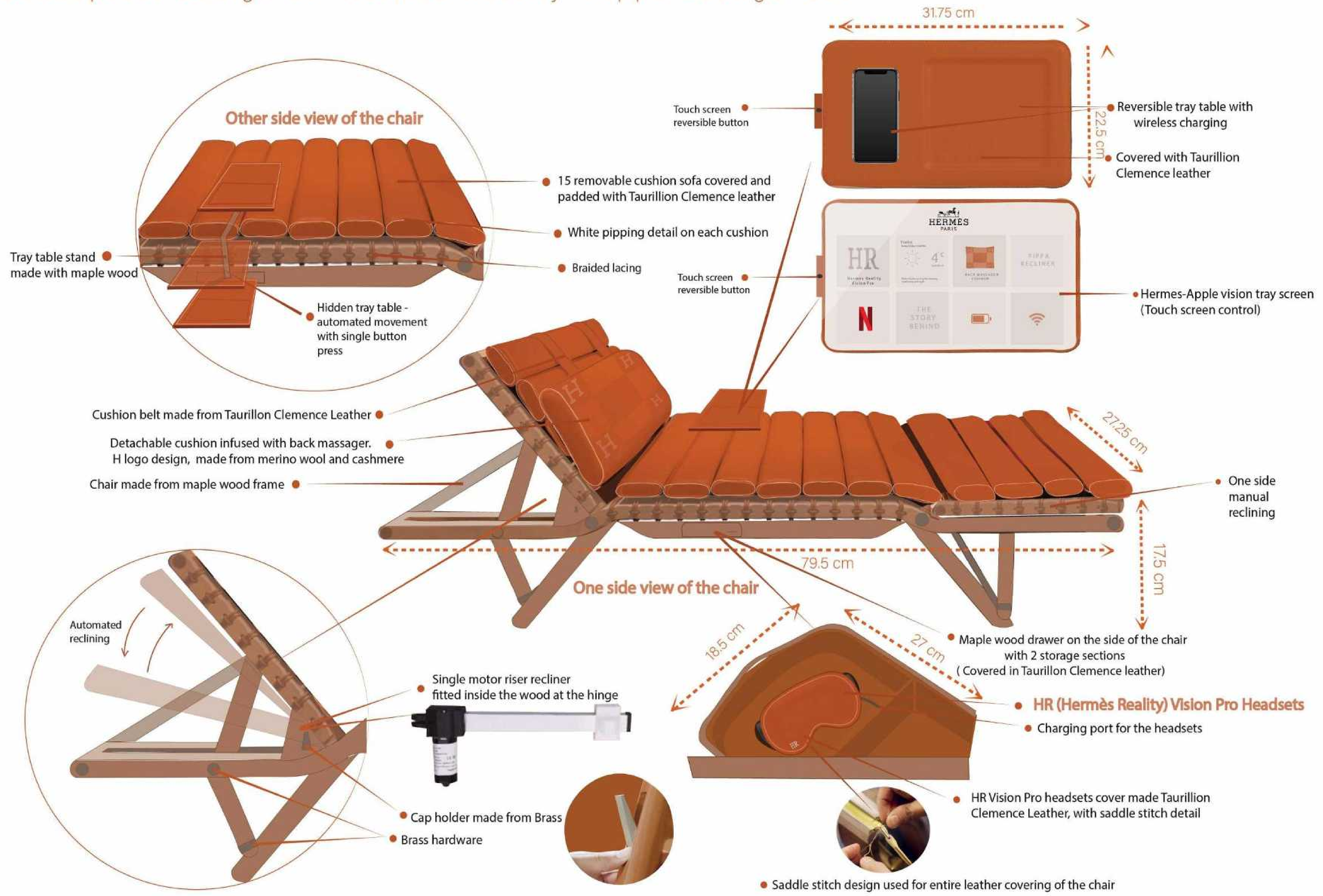
Executive Summary

A Conceptual Design for Hermès Home collection, with a ground-breaking collaboration between Hermès and Apple's Vision Pro. It's a reimagination of the Pippa lounge chair, which was first introduced in 1986.

The design introduces an innovative virtual world, called Hermès Reality (HR) and is a gateway into the Hermès Home Metaverse. The smart chair integrates with automated technological advancements by using IoT (Internet of Things), where the user can interact with it seamlessly to experience the epitome of leisure.

The Apple-Hermès collaboration dates back to 2015 with the Apple watch - Hermès series with a perfect amalgamation between Hermès' exceptional raw materials and unparalleled savoir-faire and Apple's exquisite design and advanced technology.

Conceptual Design of "Hermès Reality" Pippa Lounge Set



Innovative virtual system called "Hermès Reality"

HR Vision Pro headsets, reclining and back massager work together seamlessly to offer various modes with distinct locations where users can control all features with a single selection enabling hands-free ultimate luxury experience, or manage each component independently to tailor according to preference

HERMÈS REALITY VISION PRO HEADSETS



transforming any space into a scenic vacation location, be it indoors in your house or outdoors



transforming any space into a virtual shopping experience of Hermès home products, in the metaverse which is visible only through the HR headsets.



Hermès-Apple tray screen serving as a controller for all the features of the chair with a single tap. Other features like Weather, Netflix for ultimate lounging experience.

Historic value & Evolution of the Pippa lounge chair



Fig.2 (Klein, 1993)

The first Pippa lounge chair was created in 1986 by interior designers Rena Dumas and Peter in pear wood

Réna Dumas and Peter Coles created the "Pippa" series of nomadic folding furniture, in the Hermès spirit of "moving with elegance". (Hermès, s.d.)

The collection was based on a modern conception of eighteenth and nineteenth century campaign style furniture, resembling high-utility and portability. Since then, the Pippa collection has transformed and evolved into a line of foldable chairs. (NY Times, 2003)

The Pippa lounge chair is inspired by Greek architecture of functionality (Benedictson, 2017), adaptable for both indoor and outdoor settings. The chair is truly a class apart, known for its timeless and relevant design aesthetic.



Fig.3 (Hermès, s.d)

Re-introduced by Charlotte Macaux Perelman and Alexis Fabry in maple wood



Fig.4 (Designboom, 2016)

An addition of padded leather sofa at Milan Design Week 2016, that comes separately, enhancing the look and comfort of the chair.

Reissue Idea & Justification

The Maison collections at Hermès are very diverse, and it does not follow conventional methods of interior design. It strives to create designs that are long lasting and lives beyond the moment.

In terms of furniture, the house associates itself with space-saving collapsibility and transcends beyond the restrictions set by fixed furniture. (Benedictson, 2017)

According to the Architectural digest, a notable change emerged post pandemic, where people relocated to their vacation homes for safety and well-being. Now consumer demands reflect an inclination towards innovative long-term furniture as they prefer living in these homes for extended period. (Brammer, 2022) This emphasizes the **strategic concept of reintroducing of the Pippa lounge chair**, as the most coveted lounge chair for 2025. **Adding to the house's design tradition which is to build on its heritage to develop a new product.**

This **conceptual design** facilitates the continuation of the chair's design legacy with **infusing functional as well as recreational technology** and modernity. The brand has always associated itself with technology like collaboration with Apple products, Hermès watches, power banks, tech-accessories. This design aims to mark the beginning of an entire legacy of **Hermès smart furniture**, accepting the Maison's biggest *"challenge of having a contemporary mindset on one hand, but maintaining the right distance on the other - all while continuing to write history for the brand"* said by the creative director Alexis Fabry. (Kiesewetter, 2021)

The chair retains its heritage appeal by utilizing authentic materials from the original. Frame made of wood, adorned with leather and accented with brass hardware and braided lacing. (Hermes.s.d.)

Additionally, there is a separately sold must-have sofa covered and padded with leather, featuring a new detachable cushion (that comes with the chair), **infused with a back massager that enhances the rejuvenating experience for the user.**

Diverging from the manual reclining feature of the original model, **automated reclining will be introduced on one side for enhanced convenience.**

Reissue Idea & Justification

The chair has an **automated reversible hidden tray table that appears from the side** with an accessible button press, most suitable for outdoor day snack and lounging, The table can be reversed to a touch screen device, integrated with a controlling system and multiple features like Netflix.

Through the chair, the house steps into the metaverse for the first time, by developing groundbreaking VR headsets called “**HR (Hermès Reality)**”. This idea is justified and taken forward as a forecast statement made by the executive chairman Axel Dumas to the shareholders, claiming that “*We are curious and interested about the metaverse*”. (Forbes, 2022)

The HR headsets are designed to serve as an immersive chair experience with two key features like transforming any space into a scenic vacation location, be it indoors in your house or outdoors, creating a sensation that imparts the feeling of sitting precisely where the location is. And the other one where users can virtually buy a limited edition Hermès Home products for their homes in the metaverse, where these selections become visible only through the glasses, marking the history of being the first luxury brand to step into metaverse for home.

This individual furniture piece reflects functionality, long lasting, flexibility, high-tech advancements and minimalism creating a new history for the brand. “*There are musts for every season, such as new blankets and new fabrics, but we don’t always need new furniture*” said by the creative director Alexis Fabry. (Kiesewetter, 2021)

DESIGN CONSIDERATIONS

Product Heritage & Aesthetic

The aesthetic of Hermès Home creations draw inspiration from the **authenticity of their shapes** and innate strength of their **minimalism**. (Hermès,s.d.)

The Pippa line was created in the Hermes spirit of "**moving with elegance**".(Hermès,s.d.) The Reissue chair having a sophisticated and seamless movement of the chair.

Sleek design, with signature muted colours exuding **timeless opulence** and understated elegance.

Rich craftsmanship with attention to detail.

Market Research

The global smart furniture market is projected to experience a **compound annual growth rate of 12.4%** from the year 2021 to 2028, reaching a valuation of \$365.5 million by 2028. (Grand View Research, 2020)

Demand for long-term luxury furniture, as consumers prefer living in their **vacation homes for extended period** post pandemic. (Brammer, 2022)

The **metaverse and AR/VR** is aligning with an emerging consumer trend knows as "**the experiential luxury**" beckoning towards an immersive experience, through indulging various senses. (Forbes, 2023)

VR market to go from \$11.97 billions in 2022 to over a 24 billion by the year 2026.(Statista,2023)

Functionality

The chair is inspired by the Greek architecture of functionality, where whether inside or outside, **every object has a purpose**. (Hermès,s.d.)

Caters to the user-friendly needs of **accessible individuals**, with the help of high-automated movement.

DESIGN CONSIDERATIONS

Raw Material

Hermès Taurillon Clemence Leather

Clemence leather is thick, semi-matte, and a **durable calf leather with a pebbled-grained surface.**

(Swatch shown in fig.5) (Couture, 2020)

The leather is directly purchased from the tanneries, most of it is covered by the **house's French, German, Italian and Spanish tanneries.** Most of the calves are **raised in France.** (Hermès,s.d.)

Used for **end clads** of the chair and the **padded sofa,** as shown in the fig.6



Fig.5 (Hermès,s.d)



Fig.6 (Designboom,2016)

Marino wool

90% Marino wool, 10% cashmere cover with polyester filling for the **back cushion**

Maple Wood

Maple wood, a hardwood and resistant to dents, is sourced from the **maple trees in Europe.**

The natural colour of it is cream, and the subtle wood grains give it a calm look. (Swatch shown in fig. 7

This timber is used **for the frame of the chair** as shown in the fig.8



Fig.7 (European Maple,s.d.)

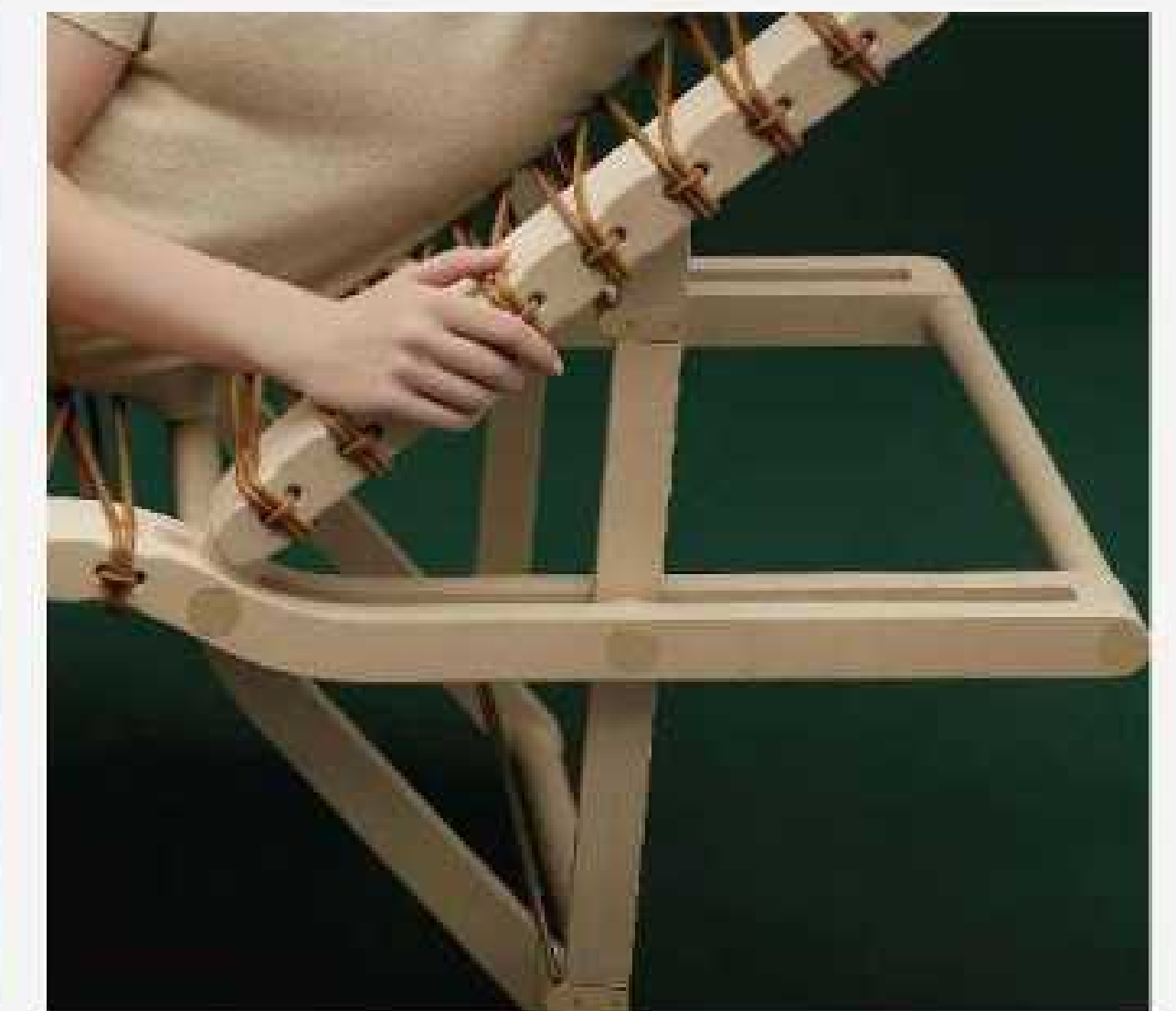


Fig.8 (Hermès,s.d.)

Brass hardware

Permabrass hardware, a gold coloured metal has a matte finish, used for **fixing the furniture together.** (Yeoh, 2023)



Fig.9 (Hermès,s.d.)

DESIGN CONSIDERATIONS

Supply & Manufacturing

76% Manufacturing - France
of objects are made in France (Hermès,s.d.)

91% Clemence leather -
Sourced from France,
of leathers are sourced from france
or europe (Hermès,s.d.)

55% Manufacturing -
Exclusive Workshop
of objects are made in exclusive
internal workshops (Hermès,s.d.)

Rank 1st Technology Innovation of the "HR" -
Outsourced from Switzerland
In knowledge, technology, and creative outputs
(Wipo, 2023)

"Hermès does outsource production to other specialists, depending on the product" (NY Times, 2003)

DESIGN CONSIDERATIONS

Technology & Innovation

The integration of **Internet of Things (IoT)** technology and interfaces to be used where it allows the furniture (the chair) to connect smartly with other smart devices. (NMSC,s.d.)



Single motor riser recliner fitted inside the wood, at the hinge of the chair, seamless at the exterior.

End-to-end mechanism created for the Hermès Reality, with the **use of AI, sensors and algorithms**. The headset gathers information through cameras, screens and presents it to the human eye. Therefore, replacing the real world with a **combination of hardware and software**.



The chair can work on **battery outdoors**, and **power supply indoors** (where it can be plugged through a USB port) or as per user-convenience.

Legal Implications

Metaverse trademark

The house has already filed a trademark application in the year 2022, with (USPTO) the United States Patent and the Trademark Office, claiming its plans to expand and grow into Virtual good marketplaces, where it can display, and manage virtual goods, and cover all other things in web3 like cryptocurrencies and NFTS. This gives the Maison, legal rights to step into virtual reality and expand into metaverse. (Condoudis, 2022)

Licensing agreement with Netflix

A legal contract to be signed between Hermès and Netflix called the “Licensing Agreement and Content Integration”, to have an in-built Netflix application for streaming on the Hermès tray screen. The terms outline the legal rights, technical specifications and adherence to regulations.

Regulatory termes for the use Clemence leather

Hermès has legally acquired multiple tanneries to produce leather in-house, which specializes in Calf leathers (Clemence is made from bull-calf). One of them is Tanneries du Puy which was acquired in 2015. (ILM, 2015) No specific information could be gathered for the use of this leather as per France regulations.

Sustainability Policies

The Sustainable and Forest policy of Hermès terms its role in preserving forest ecosystem services.

This policy is based on natural raw materials, that are renewable, which makes it possible to produce sustainable objects. Most of the Hermès Maison's products of natural origins like furniture that are produced and marketed come either directly or indirectly from the forests. The policy complies to manage the impact of these on ecosystems. (Hermès Forest Policy, 2023)

Sustainable of Natural Resources & Sourcing

- Maintains a strong commitment to the inherent quality of raw materials and their sourcing to emphasize a **sustainable approach that includes animal welfare and biodiversity**. It collaborates with NGOs aiming at preserving biodiversity. (Hermès,s.d.)
- **66% of the leather suppliers are LWG (Leather Working group) certified.** (Hermès, 2022)
- **Wisely controls water and energy consumption** and actively work to minimize its carbon footprint at every stage of the production process.
- To ensure sustainable sourcing, it has various departments like Direct Purchasing Department and Sustainable Development Department. (Hermès, 2022)



Designs made to last & Repair Value

- Hermès products are designed in a way that can be **passed on from generation to generation**, creating a legacy for the product.
- The house adopts a **vertically integrated model of both long-lasting and repairable objects**. The repair workshops, preserve sustainability of these objects. (Hermès,s.d.)
- The metier's work on ways to reuse, recycle and improve the circularity of raw materials and finished objects.
- **Leather ages well with time, adding to the life-cycle of the product.**

Sustainable standard of working

- Hermès' policy is based on the satisfaction and well-being of its team members and has placed people at the heart of its core values since the year 1837. (Hermès,s.d.)
- It takes solid initiatives while facing challenges in areas of ethics, equality among its members, consideration of disability and overall respect for human rights, creating a healthy and safe working environment for its employees. (Hermès, 2022)



Sustainable technology

- The "(Hermès,s.d.) Reality" (Metaverse and VR) has the **potential to decrease usage of materials and reliance on natural resources**, as people can transition their consumption habits from the physical world to digital environment. (Petcov, 2023)
- Virtual home products, intends to save the raw materials and energy used for manufacturing tangible products.

"Nature is at the very heart of the inspiration that drives Hermès, providing many of the materials we use to make our objects" (Hermès,s.d.)

Pre Production Challenges

High-stake move

Integrating technology like virtual reality and metaverse can come across as a pre-production challenge, as it **can be a high stake move by Hermès**. There can be **potential resistance from luxury consumers** and the luxury world, where **they do not associate Hermès with high- technology, automation and VR**, as the essence of the brand is deeply rooted in handcrafted craftsmanship. Numerous luxury brands have stepped into the metaverse, intensifying the competition within the industry. Therefore, outcome may be in rejection.

Budget Planning

Budget and cost planning can be a significant challenge in creating the chair, with consideration of incorporating high technology like introducing the Hermès Reality Headset. **The costs that are associated with this advanced technology like research, development, outsourcing the manufacturing from Switzerland can escalate, potentially impacting the feasibility of the reissue project.**

Technical Issues

Introducing a new technology may face issues like **technical glitches, affecting the efficiency of the chair**. **Insufficient research and development can cause software bugs, inconvenient user interface design, difficulty in smooth working of the automated recliner with the help of Internet of Things**. As creating technology based products except watches, is not the forte of the brand, therefore, going forward with the idea can be challenging.

Timeline From Conception to Availability

Only one model of the chair will be manufactured for launch at Milan Design Week 2024. The chair will be available for sale in Europe, by the end of this year and to the rest of the world in early 2025. Only limited chairs will be made-to-order, keeping the spirit of exclusivity and scarcity alive.

Research & Development

2-4 weeks

Starting from Jan 2024 conceptualizing the design, starting from market research, ideation to the final sketch.

Trial & errors of HR headset, tray table screen in Switzerland.

Manufacturing

10-12 weeks

Assembling raw materials, cutting & shaping the wood, constructing, super sanding, polishing, drying, handles & fittings - takes upto 40 hours by 2 workers

Leather tanning, leather cutting, dyeing, saddle stitch by hand, cushion making upto 45 hours by one worker. According to Alex Dumas, "It takes upto 15 hours to make an Hermès bag. (Neate, 2022). Therefore, assuming the time taken the 15 cushion sofa.

HR headset made in 10-12 weeks in Switzerland

Milan Design Week 2024

16th to 21st April

The launch in the Rho Fiera Milano spaces, at Milan Design Week, as the House showcases its when it creates a new collection