

## **THE HISTORY OF THE ICONIC HERMES FASHION EMPIRE**

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Being a French luxury things manufacturer Hermès fashion house has an outstanding history and traditions. Since its establishment in 1837 as a harness and saddle workshop a Hermès family has owned the label for more than five generations. The founder who built up a design dynasty is Thierry Hermès. The fashion house was opened in Europe and today is known all over the world. Thus, Hermès appears as a sign of true class and the perfect image of 'blue blood'. [1]

Hermes which is also called Hermès of Paris is an incredibly strong brand. It has proven its strength during a period of downfalls of global economy and the appearance of other rival brands. Nowadays this famous fashion house specializes in leather, lifestyle accessories, home furnishings, perfumery, jewellery, watches etc. According to the 2015 BrandZ rankings (conducted by Millward Brown), Hermès was the second most valuable luxury brand with a valuation of USD 19 billion, trailing behind Louis Vuitton with a valuation of USD 24.7 billion. Hermès family business started at first as a harness shop located in the Grands Boulevards quarter of Paris. The shop manufactured the finest wrought bridles and harnesses for carriages and was often visited by European noblemen. In 1879 Thierry's son Charles-Emile Hermes expanded the line of products and continued his fathers work. He started making the saddles and opened a one more shop near the Palais de l'Elysee.[4]

In 1922 Hermès introduced handbags for the first time. In 1924 they could be found the United States. The first women's fashion apparel collection was introduced in 1929 in Paris. One of the most famous Hermes' bags is the iconic "Kelly Bag" which was made famous by Grace Kelly in 1950s. [2]

In the 1930's Hermes fashion house started a scarf factory and began manufacturing its splendid scarves. In 1940s it began making perfumes and beautiful silk ties. Nowadays Hermes sell over a million trendy ties a year.

Forty years later Hermes enlarged their brand and opened many international shops in Europe, The United States and Japan. In the 1990's Hermes enlarged their

line of items, including manufacturing of crystal and porcelain tableware. Currently this world famous fashion house produces different luxury goods, jewelry items, perfumes, clothes for men, footwear, leather products, scarves, ties, and many other items.

Throughout the company's history famous designers that worked for it included Lola Prusac, Jacques Delahaye, Catherine de Karolyi, Monsieur Levaillant, Nicole de Vesian, Eric Bergère, Claude Brouet, Tan Giudicelli, Marc Audibet, Mariot Chane, Martin Margiela, Jean Paul Gaultier, Christophe Lemaire, Véronique Nichanian (current menswear designer), Nadège Vanhee-Cybulski.[3]

The Duc carriage with horse which is Hermes' logo will always tell people about the origin of this fashion house success story. Being the world's most popular and successful luxury brand Hermes was once started as a simple saddle store.

Thus, being a famous fashion house Hermes manufactures amazingly qualitative items, has a very long interesting story and faithful leaders and is recognised as the world's most precious luxury brand. Thus a unique fusion of rich legacy, refined workmanship and high quality of products enables Hermès to hold leading positions among other fashion brands.

## REFERENCES

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