



Hermès Philosophy

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ISBN	9781788843355
Publisher	ACC Art Books
Binding	Hardback
Territory	USA & Canada
Size	10.63 in x 12.2 in
Pages	240 Pages
Name of series	Luxury Philosophy
Price	\$65.00

- The perfect coffee-table book for fans of fashion, business and the story of Hermès
- Richly illustrated
- Including previously unpublished interviews, original photographs, exclusive testimonials and more

Hermès Philosophy takes you on a stunning visual journey from the birth of a family enterprise to the ascension of the world's most exclusive fashion and luxury brand.

A history not only of the fashion house, but also of the famous models, design techniques, and collections that it brought to the stage, this is a richly illustrated document of the principles that made Hermès what it is today. These pages include archival material, vintage ads, direct testimonials, original photographs, and unpublished interviews revealing the true identity of Hermès.

Discover the secrets of Hermès success, a long and faithful marriage between tradition and innovation, coupled with a highly effective communication strategy for products that allows them to speak for themselves. The perfect coffee-table book for fans of luxury goods and fashion.

Following the successful *Rolex Philosophy* (ISBN 9781788842396) in the *Luxury Philosophy* series.