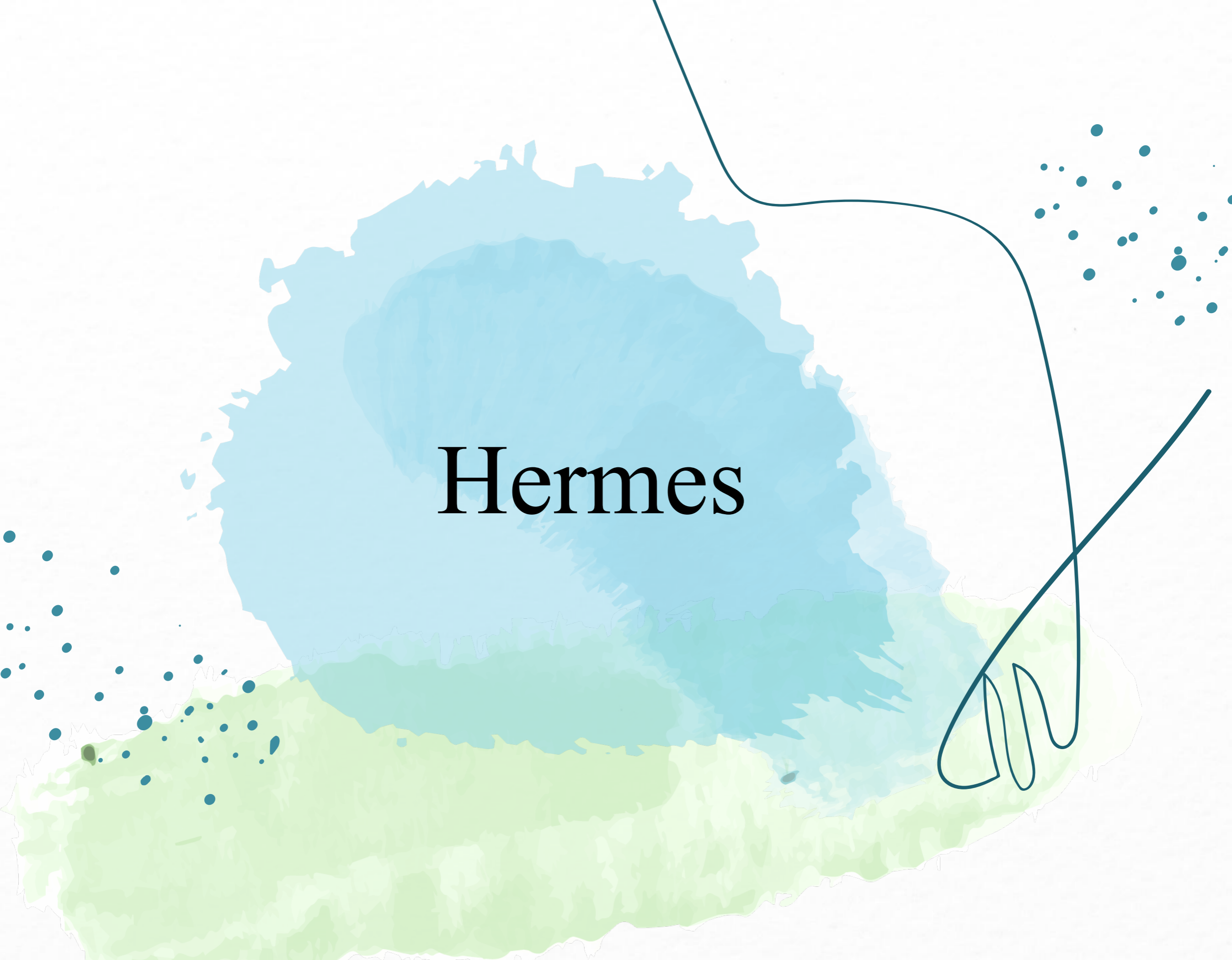

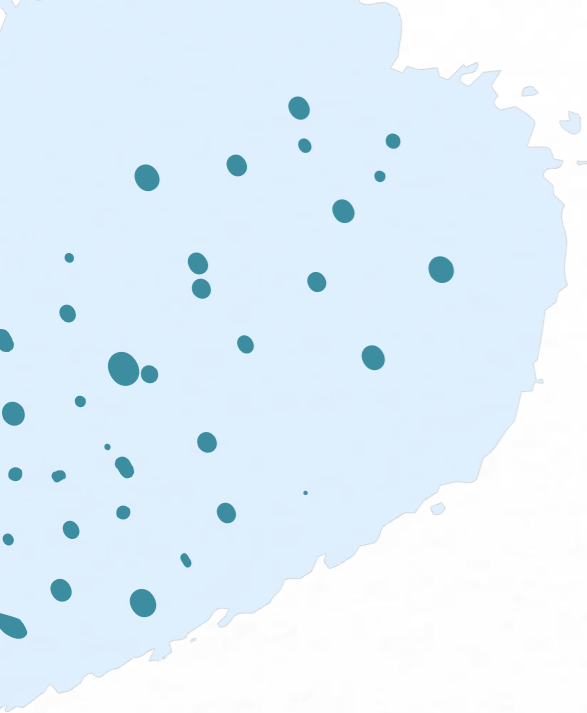


Hermes

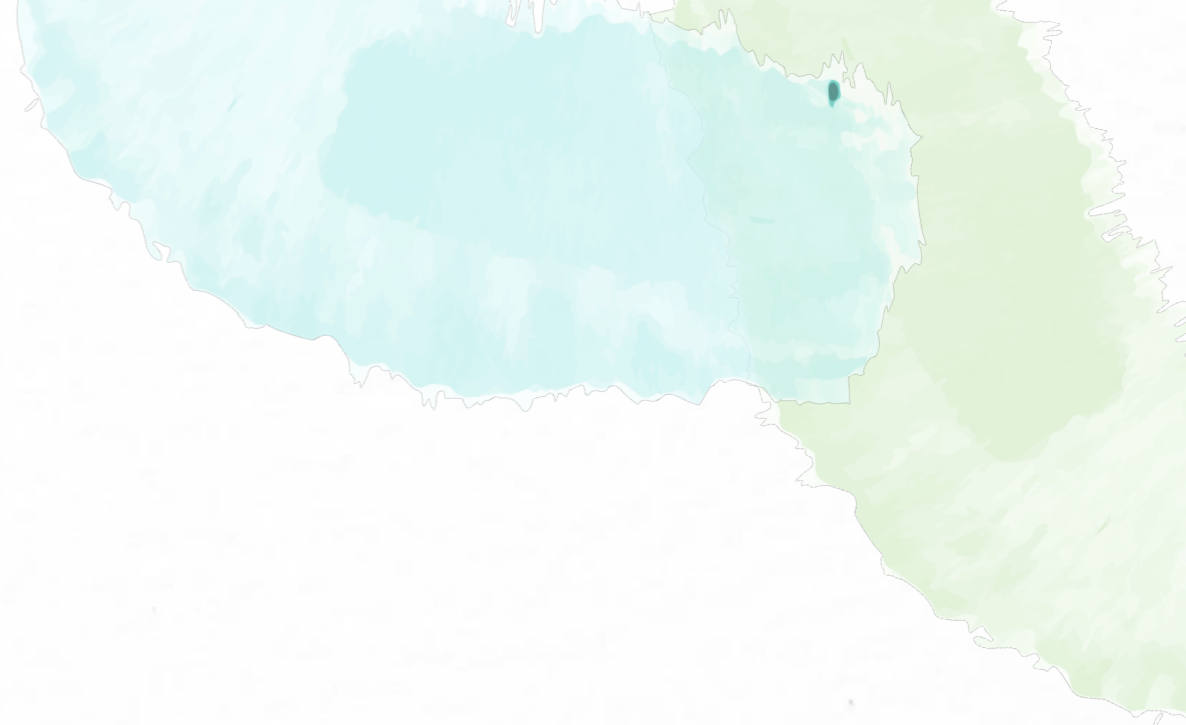




Normally, what's your maximum budget for a bag?



Answer





What's your first thought on Hermes?

Answer

luxury, expensive orange

Taiwan Semiconductor
Manufacturer Company

Answer





Hermès



Background of Hermes



Hermes background

- **Founded in 1837:**
- Hermès was established by Thierry Hermès in Paris as a small workshop creating harnesses for horses.
- Over time, it evolved into a luxury brand recognized worldwide. This journey reflects the power of innovation and adaptability in business.



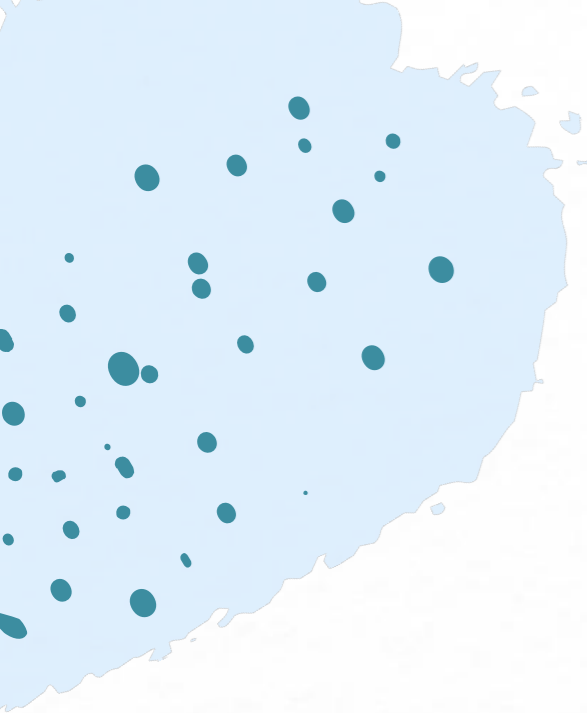
Hermes background

- **Luxury Icon:**
- Known for its exceptional craftsmanship, Hermès offers timeless products that symbolize elegance and sophistication.
- This focus on quality makes the brand stand out in the competitive luxury market.

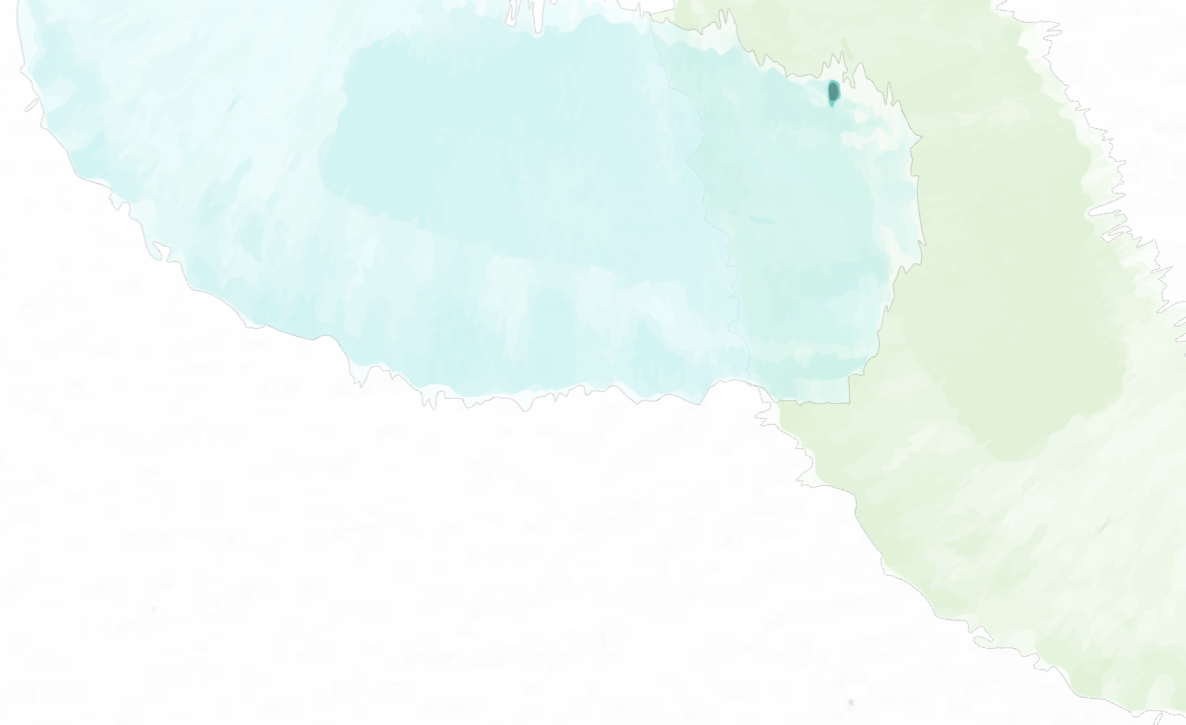





Are you willing to pay more on a timeless products? Why or why not?

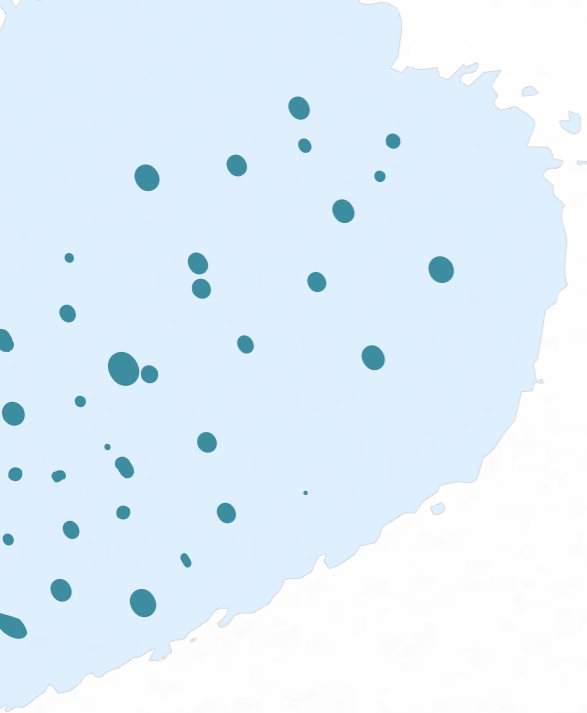


Answer

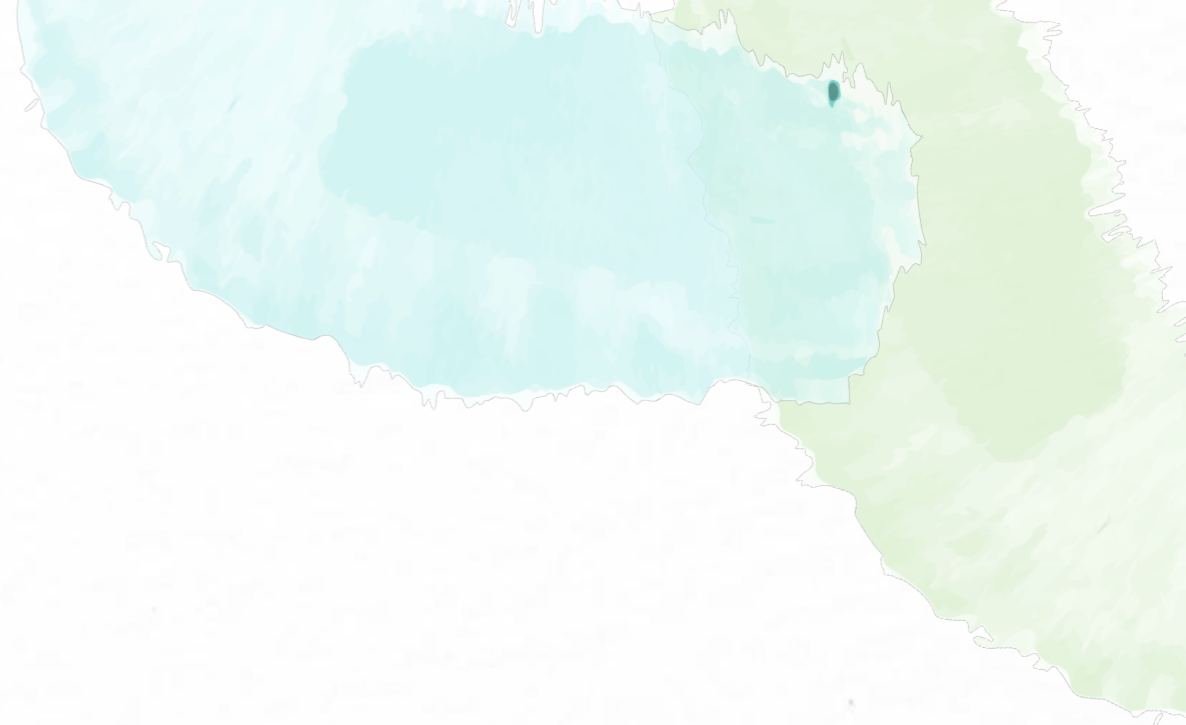




In your opinion, which elements affect the price the most? Time or brand image?



Answer



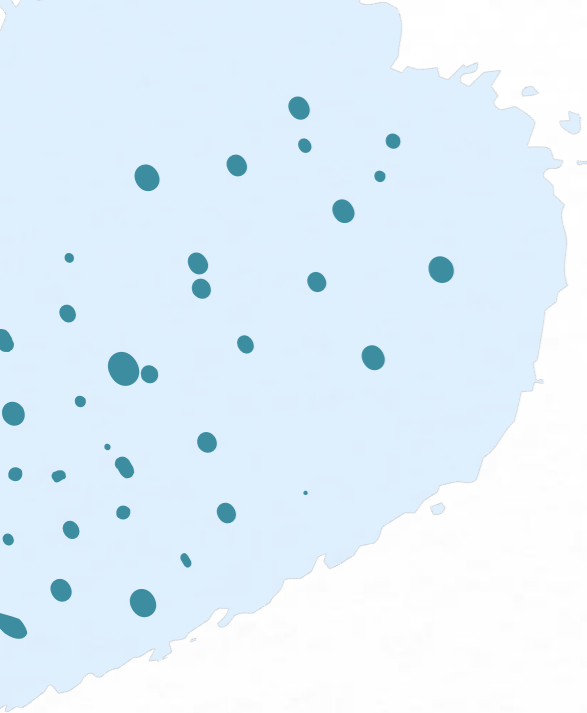
Hermes background

- **Family-Owned:**
- Despite its global success, Hermès remains a family-run business, preserving its unique values and ensuring consistent quality over generations.
- **Global Presence:**
- With over 300 stores in more than 50 countries, Hermès has become a global luxury empire, earning over €11 billion annually. Its flagship store in Paris is a destination for fashion lovers worldwide.

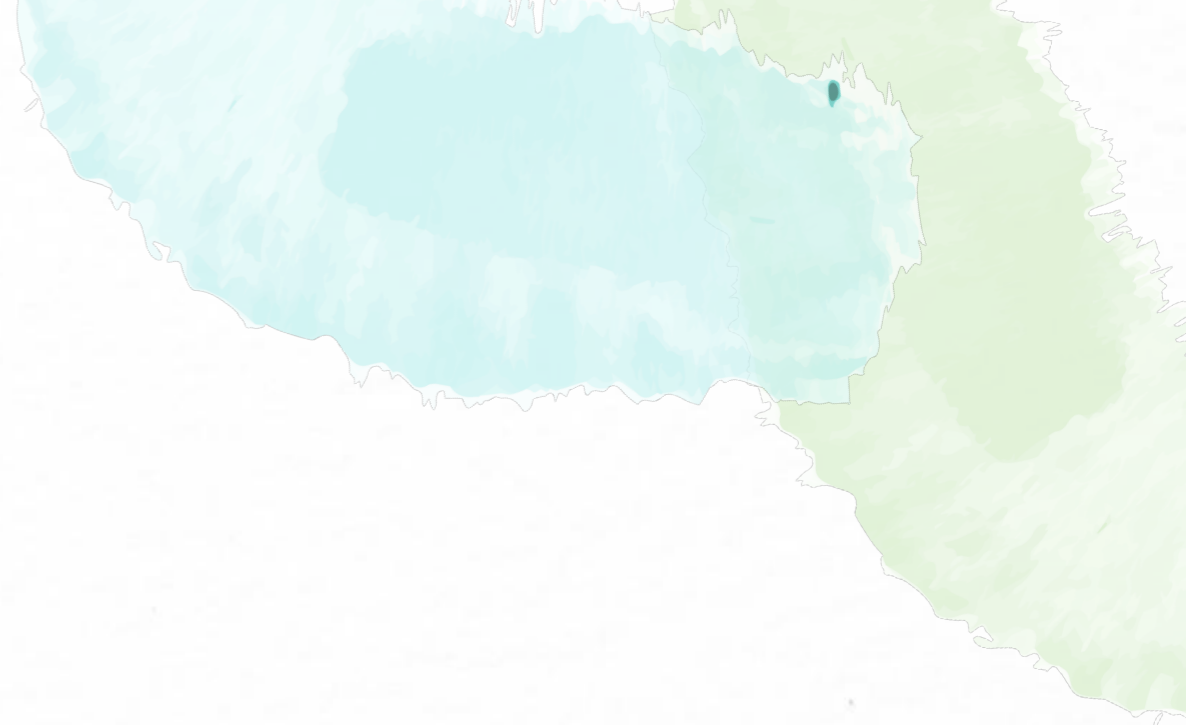




What does "luxury" mean to you, and how is it reflected in Hermès' products?



Answer





Public's Craziness for Hermès

Public's Craze for Hermès

- **Long Waiting Lists:**
- Hermès creates exclusivity by producing limited quantities.
- For instance, the iconic Birkin bag often has a waiting list of several years, turning the purchase process into a special achievement.



Public's Craze for Hermès

- **Symbol of Status:**
- Hermès is a brand for the elite, representing wealth, power, and sophistication.
- Owning a piece from Hermès is more than fashion; it's a declaration of success.



Public's Craze for Hermès

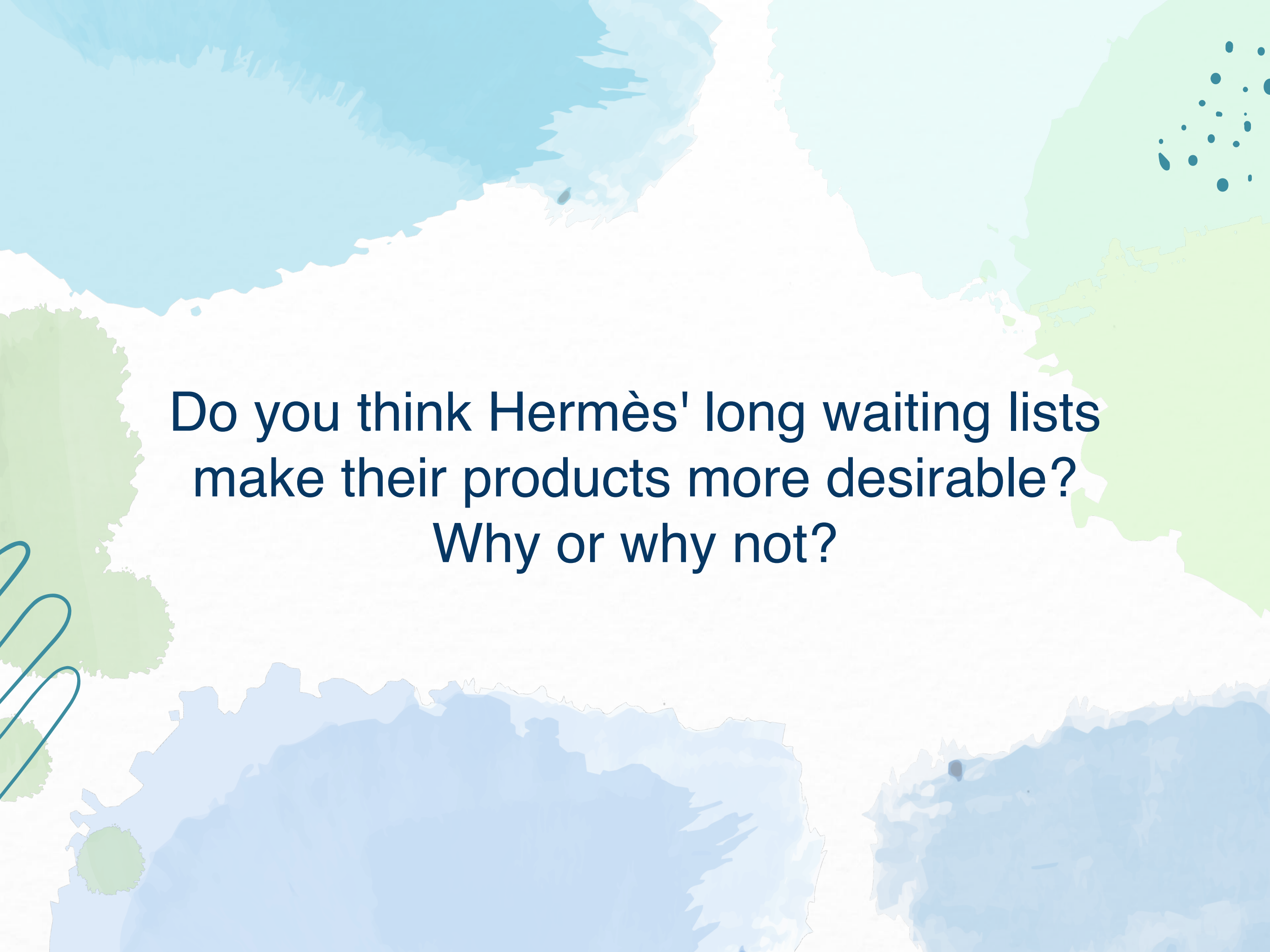
- **High Resale Value:**
- Hermès products are not just luxury items—they are investments.
- For example, a well-maintained Birkin bag can be resold at auction for double or triple its original price.



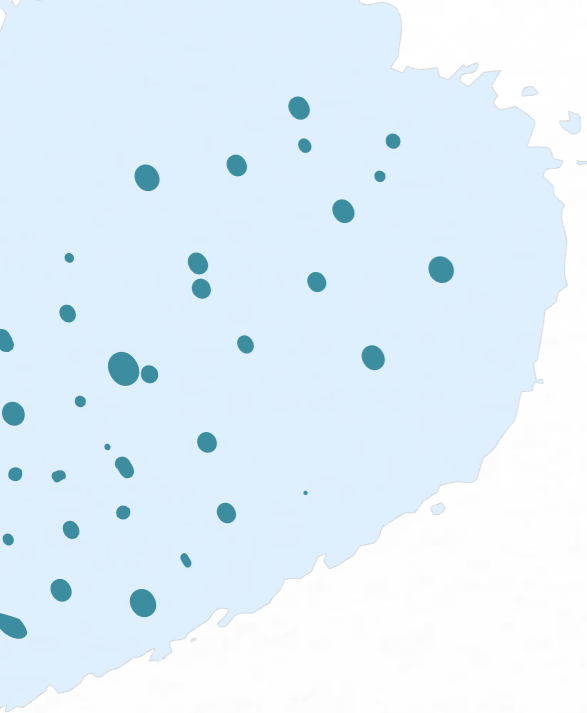
Public's Craze for Hermès

- **Celebrity Endorsement:**
- Celebrities like Kim Kardashian and Victoria Beckham are often seen carrying Hermès bags.
- This association with fame and glamour makes the brand even more desirable.

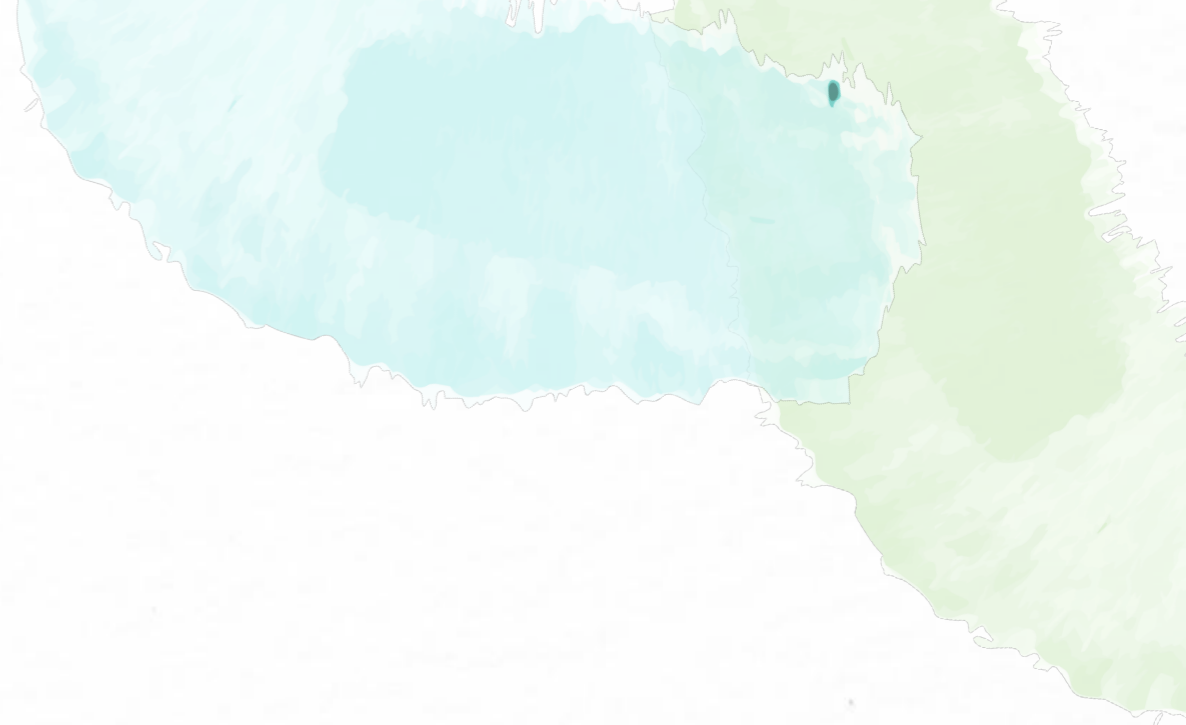




Do you think Hermès' long waiting lists
make their products more desirable?
Why or why not?

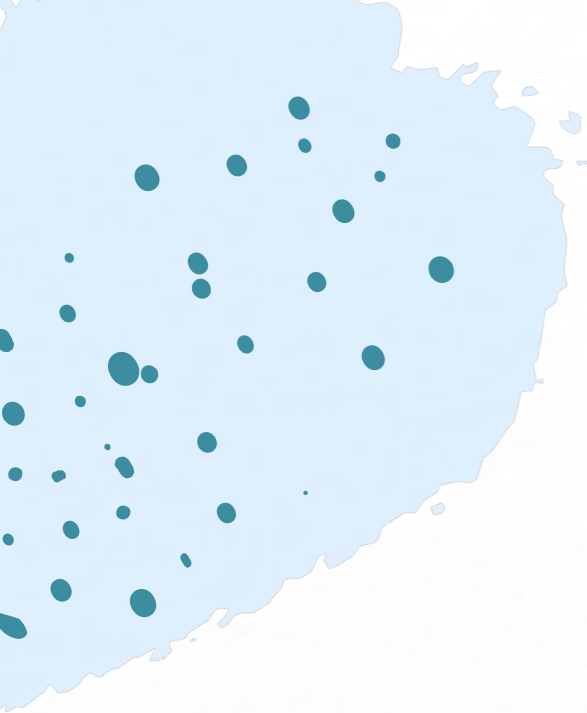


Answer





Why are people willing to wait so long
for Hermès products?



Answer

