



HERMÈS BEAUTY

HERMÈS ROUGE REBORN

AUTUMN/WINTER 2024 LIMITED EDITION LIPSTICKS

Event Date: April 17, 2025

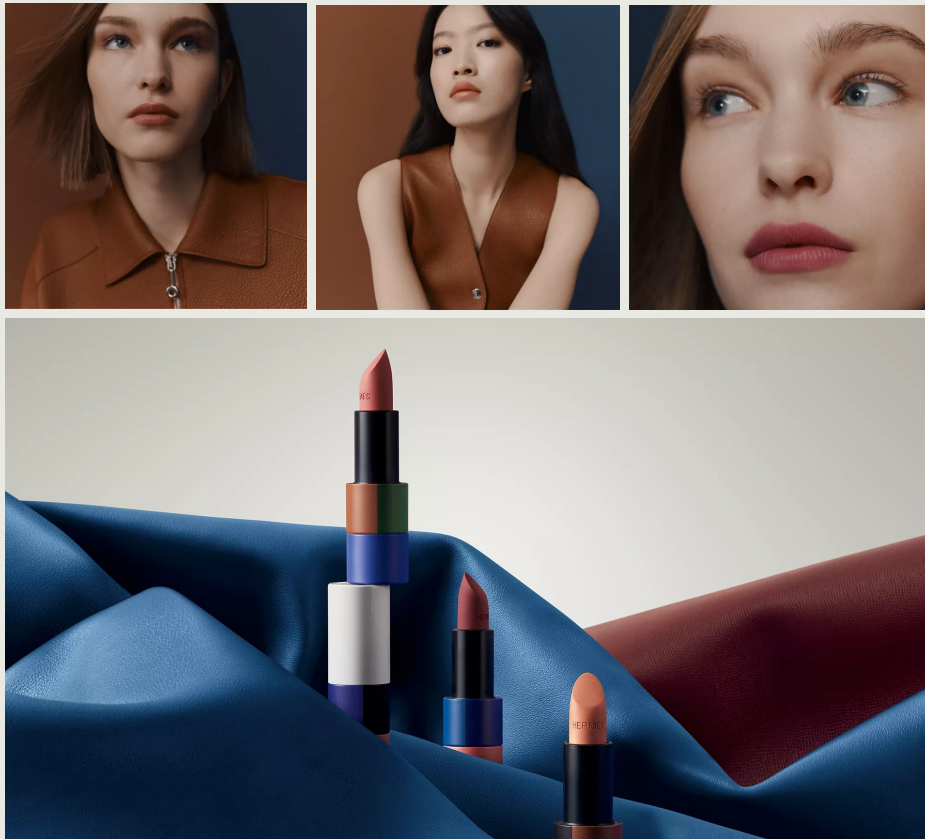


OVERALL CREATIVE CONCEPT

To celebrate and showcase the Hermès Rouge Autumn/Winter 2024 Limited Edition Lipsticks to media and influencers, we create an exclusive dinner titled “Hermès Rouge Reborn.”

Centered around “The Collision of Tradition and New Life”, the event blends the brand’s timeless craftsmanship with modern vitality. Inspired by the shades of the lipstick packaging, the table design, floral art, and materials reflect the understated luxury of Hermès Rouge, merging classic aesthetics with modern innovation, allowing guests to experience the fusion of history and modernity.

The event space includes the Reception, Bar, Dining Experience, Product Display, and Music Zone, all designed around the central theme. Vintage leather artifacts and floral art reflect the lipstick’s colors, symbolizing new life emerging from tradition. Each dish mirrors the Hermès Rouge tones, offering a balance of visual and taste experiences, uniting classic craftsmanship with modern aesthetics. The Product Display combines historical and modern elements, enhancing the sensory experience and showcasing the brand’s innovation in the new era of Hermès Beauty.



VENUE SELECTION: CLARIDGE'S HOTEL LONDON - FRENCH SALON

I chose Claridge's Hotel London - French Salon for its prime location, easy accessibility, and elegant design that aligns with Hermès Rouge's brand image. The space offers flexible layout options, allowing me to create distinct event areas and ensure a comfortable flow for up to 30 guests.

Room configurations

Reception	Dinner	Theatre	Classroom	Hollow Square	U-Shape	Cabaret
120	84	90	50	40	40	40



How to find us

Claridge's stands on the corner of Brook Street and Davies Street in the heart of the London district of Mayfair. The hotel is within easy reach of the open spaces of Hyde Park and the most excellent shopping streets in the capital.

Airports

London Heathrow Airport
30 minutes by car
1 hour 15 minutes by London Underground
15 minutes by Heathrow Express to Paddington Station and then a further 15 minutes to Claridge's by taxi

London Gatwick Airport
1 hour 30 minutes by car
30 minutes by Gatwick Express to Victoria Station and then a further 15 minutes to Claridge's by taxi

Stations

London Underground
Claridge's is a 5-minute walk from Bond Street station on the Central and Jubilee lines. Alternatively, Oxford Circus station is a 10-minute walk and served by the Central, Bakerloo and Victoria lines.

National rail

For services to London Heathrow, Paddington Station is 15 minutes from Claridge's by car. For services to London Gatwick, Victoria Station is 15 minutes away by car.

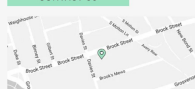
International rail

The Eurostar runs from St Pancras International Station, 20 minutes from Claridge's by car or London Underground.

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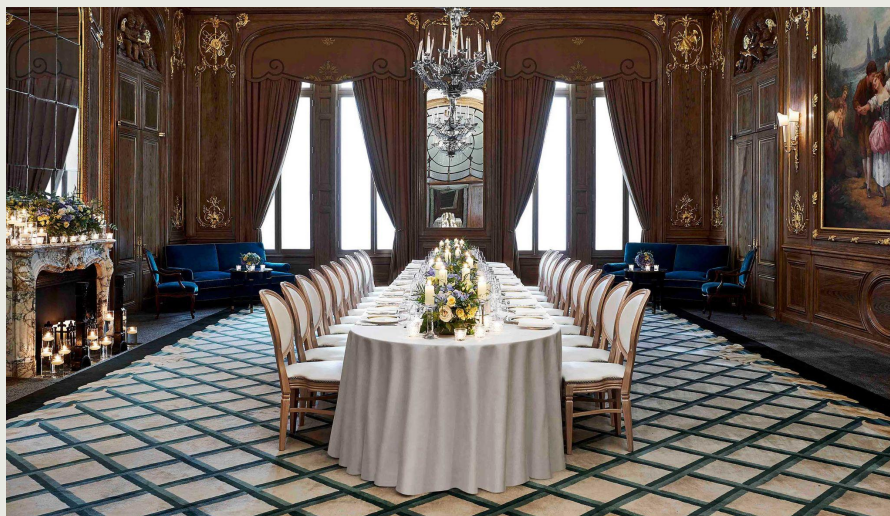


Parking

Parking is available at the nearby **Parkes Car Park**. If you wish to hire a car during your stay, please speak to our concierge team.

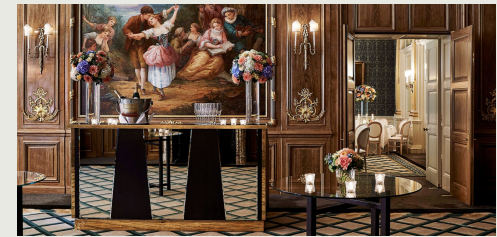
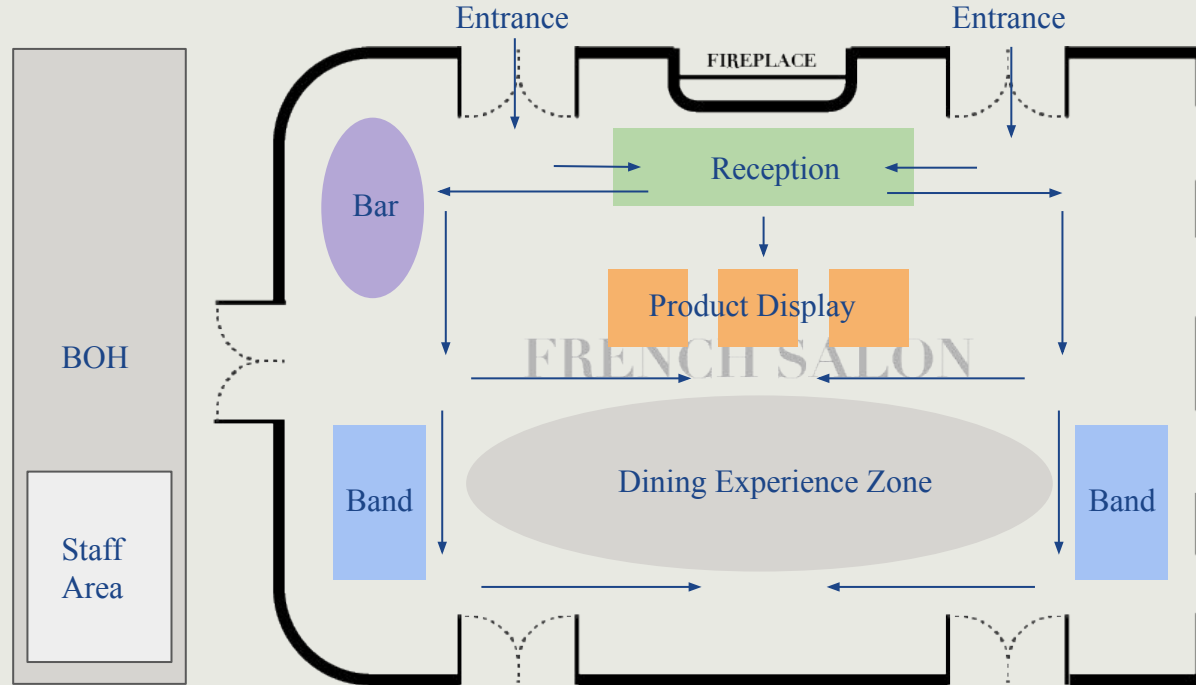
At a glance

- Capacity: 38- 120
- Size: 105.2 sq m / 1132 sq ft
- Location: ground floor



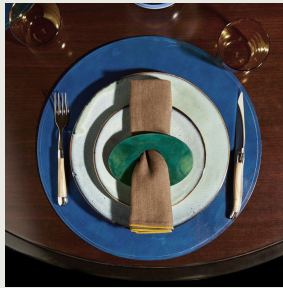
FLOOR PLAN

The French Salon space is divided into multiple functional zones, including the Reception, Bar, Dining Experience Zone, Product Display, and Band, allowing guests to freely explore and enjoy the event based on the flow of movement.

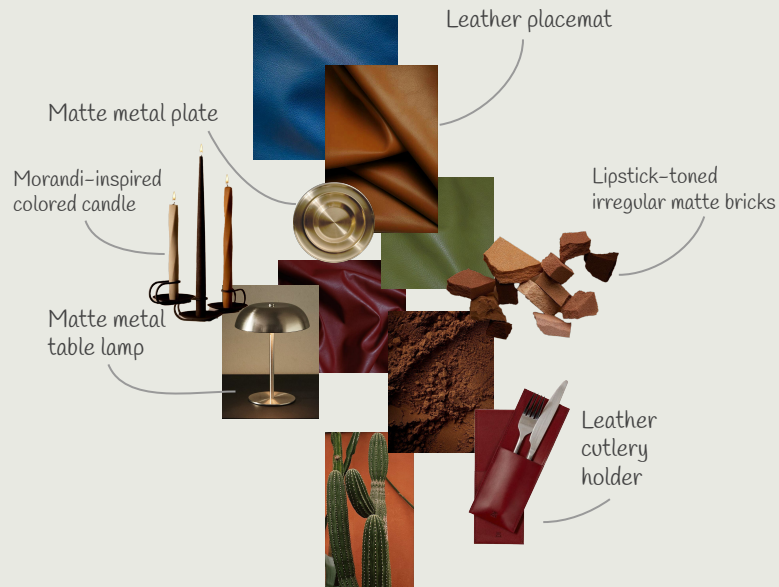


DINING EXPERIENCE ART DIRECTION

Inspired by the leather tones of Hermès' new lipstick, the table features a deep red matte satin, symbolizing the fusion of time and storytelling. Leather placemats and napkin holders echo the lipstick's color, while matte metallic menus and lamps enhance the visual atmosphere. Vintage leather items from Hermès' archives, such as old telephones and trunks, are paired with floral art. This fusion blends the brand's rich heritage with the vibrant new life of the flowers, reflecting how Hermès Beauty, rooted in timeless craftsmanship, brings fresh vitality and modern energy.



MOODBOARD



Primary Colors

Light Gray (50%) +
Deep Red (30%) + Deep
Blue (10%) + Metallic
Gold (10%).

Materials

Velvet, Leather, Gilded
Metal, Mirror Finish.

Atmosphere

Luxurious, Modern,
blending autumn/winter
essence with springlight
freshness.



FLORAL DESIGN & DECOR

The flowers are carefully chosen to represent new life and vitality, with varieties like Daisy, Peony, Marigold, and Poppy. The color palette blends warm autumn and winter tones such as deep reds and oranges with soft spring hues like pinks, cream whites, and light greens, creating a luxurious yet natural aesthetic.



PRODUCT DISPLAY & TAKEAWAY GIFTS

The visual inspiration for the display area comes from the new lipstick's understated, luxurious leather texture, using a palette of low-saturation tones complemented by small accents of matte metallic mirrors to create a material contrast that breaks the monotony. The classic Hermès orange is incorporated to enhance the brand's aesthetic.



MENU DESIGN

The menu design features matte metallic materials, with an elegant tray that not only displays the dinner menu but also transforms into a “color palette” for testing the new Hermès lipstick. Guests are invited to try their preferred shades and leave a “kiss mark” and signature, capturing the moment in Hermès' history. This creates a signature highlight moment for the event.

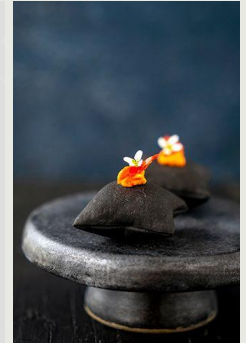


Guests' name cards will be engraved on round plaques with Hermès' leather texture, embodying timeless craftsmanship.



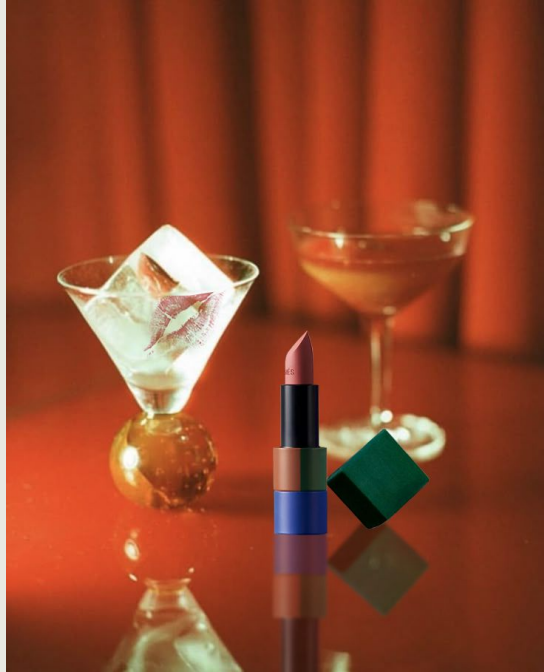
DINING EXPERIENCE & MENU DESIGN

Each dish's color palette and meticulous plating, such as the deep red beetroot purée paired with lipstick-like brush strokes on the plate, perfectly mirror the rich tones of Hermès Rouge lipsticks. The use of leather-inspired textures and modern plating techniques, combined with classic French ingredients, reflects Hermès' commitment to both tradition and innovation in every detail.



COCKTAIL

The aesthetic concept of the cocktails draws from the menu design, with each exquisite glass adorned by a unique kiss mark in the new lipstick shade. The contrast between the “passion” of the lip print and the “coolness” of the cocktail mirrors the striking clash between Hermès’ classic leather and lipstick.





THANK YOU

