

Hermès pop-up /

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author.

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designer.

illustrator.

Dumas, Pierre-Alexis.

author of introduction, etc.

Penwarden, Charles,

translator.

Pop-up books Toy and movable books Pop-up books Toy and movable

books

Monografía

Every year, the iconic luxury brand Hermès chooses a new theme to celebrate its creative direction for the upcoming year. This practice began in 1987, marking the brands 150th anniversary, and has since become a beloved traditional way to combine the houses proud, storied heritage with its creative vision for the future. This years theme is Lets Play, and Hermès is celebrating in style with this new, deluxe pop-up book. Featuring a selection of fourteen of the houses iconic square scarf designs, both old and more recent, this book brings the designs alive with exhilarating ingenuity. Delicate paper constructions bring out the depth and volume within the scarf designs; zebras rear up, delicately arching trees grow from the page and painterly strokes detach themselves from the paper surface. This is the Hermès carré as youve never seen it before. For Hermès, a brand associated with the highest quality luxury materials and design, play is movement, freedom, imagination, fantasy, seduction, lightness. Impeccably produced, Hermès Pop Up gives readers the chance to play around in the brands archives

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