

Hermès: Metamorphosis

Agency / **A Work of Substance**

Client / **Hermès**

Photography / **Hermès**

Location / **Hong Kong, Macau**

Hermès, the paragon of French luxury, has consistently transformed itself for over 175 years. So when A Work of Substance was tasked with creating a showcase for Hermès' latest theme, Metamorphosis, it took inspiration from the most powerful transformative force on earth: nature. Through the use of kinetic and mechanical structures, the team endeavoured to mimic various types of organic form and continuous movement—from the mesmerizing ebb and flow of ocean waves, right down to the elegant spirals of DNA molecules. The installations employed natural materials such as wood and moss—juxtaposed with metal and fabric—to tell a story of transformation from the raw to the refined, organic to designed. Dynamic morphing structures—rotating racks and undulating display platforms—each delicately framed the Hermès winter collection, revealing and concealing in a constant revolving sequence. Three distinct window installations were then applied to individual windows in each Hermès boutique across Hong Kong and Macau, a visual display showing the beauty of transformation.



