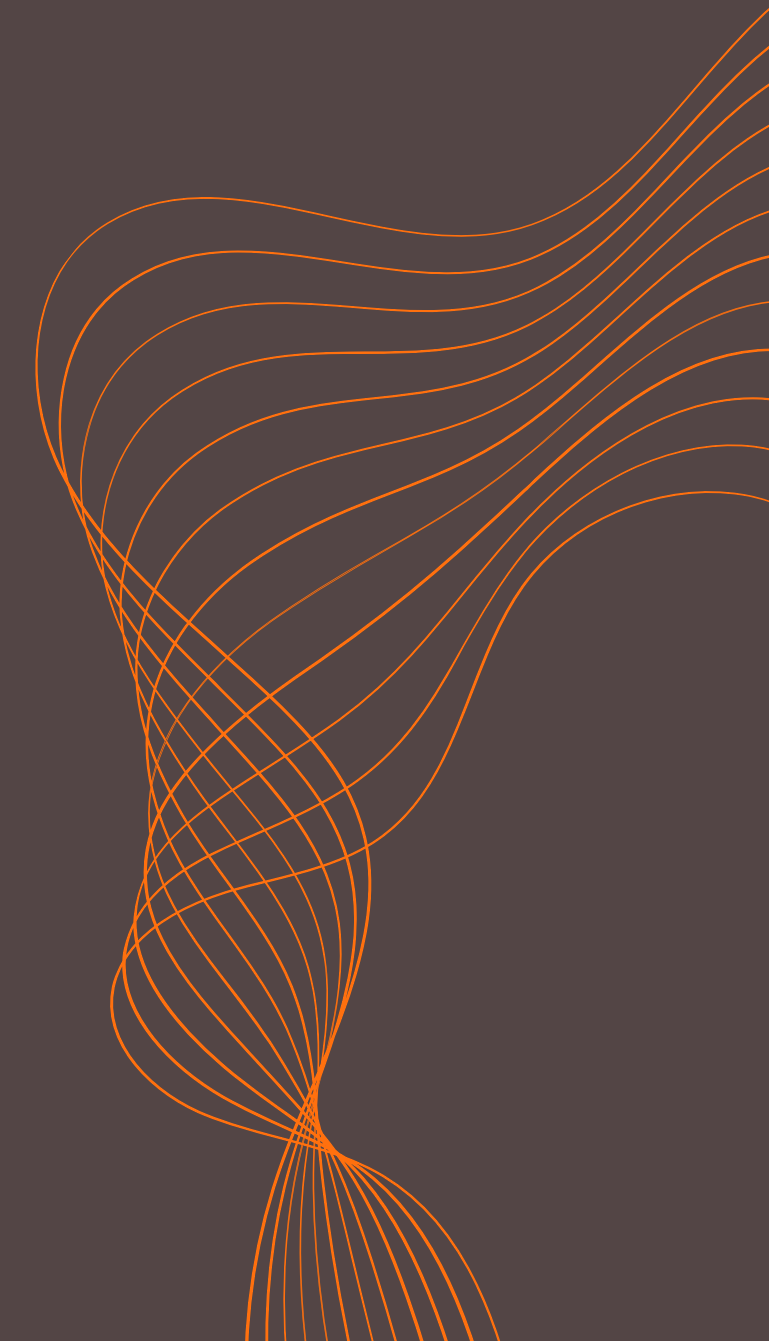




# KAPFERER'S PRISM

CAPRIOLI GIORGIA (PRE ENROLLED)  
JABNOUN SARRA (PRE ENROLLED)  
MORETTI CHIARA - 45118/110  
YILDIZ CANSU (PRE ENROLLED)





**HERMÈS**

**PARIS**

# 1. PHYSIQUE



## ICONIC PRODUCTS

BIRKIN BAGS

KELLY BAGS

SILK SCARVES

EQUESTRIAN ITEMS

WATCHES

LEATHER GOODS

## LUXURY MATERIALS

HIGH-QUALITY  
LEATHER

HIGH-QUALITY SILK

CRAFTSMANSHIP

## DESIGN

TIMELESS

ELEGANT

MINIMALIST

DISTINCTIVE  
DESIGNS

## LOGO

THE DUC  
CARRIAGE  
WITH HORSE  
SYMBOLIZING  
TRADITION  
AND HERITAGE

PARIS IS FOR  
WHERE THE  
BRAND IS  
BORN



# 2. PERSONALITY

TIMELESS

SOPHISTICATED

CLASSIC



ARTISANAL

ELEGANT

LUXURIOUS

EXCLUSIVE

3. CULTURE

FRENCH

TRADITION

HERITAGE

ARTISTRY

CONTEMPORARY

CRAFTSMANSHIP





# 4. RELATIONSHIP

CUSTOMER INTERACTION

EMOTIONAL BOND

EXCLUSIVITY

CUSTOMER SERVICE

LOYALTY





# 5. SELF-IMAGE



CUSTOMER SELF-PERCEPTION

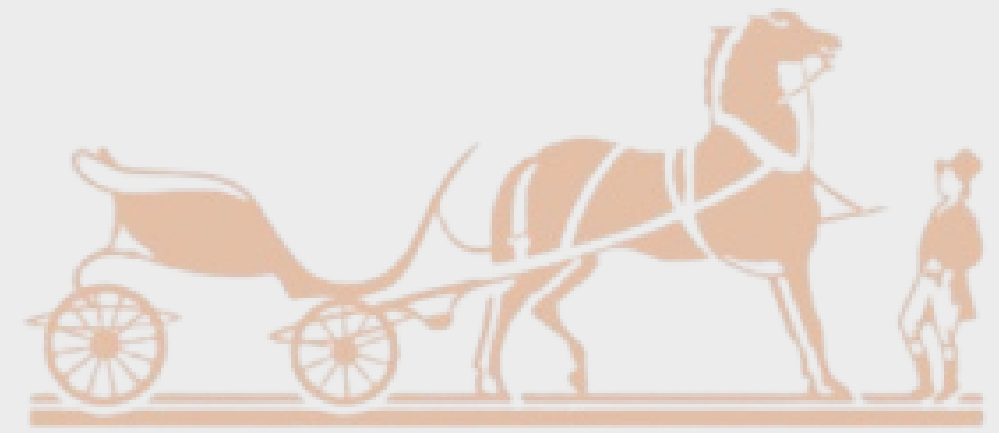
ASPIRATIONAL IDENTITY

SENSE OF ACHIEVEMENT

SOCIAL STATUS

BELONGING TO AN ELITE GROUP

# 6. REFLECTION



UNIQUE  
ÉLITE  
RICH HIGH STATUS  
LUXURIOUS ELEGANCE  
HIGH-MAINTENANCE



THANK YOU  
FOR YOUR ATTENTION!

