



HERMÈS PARIS

FALL/WINTER 2025



Angelique Silvestri, Senia Howard & Valentina Rodriguez Q

COMPANY PROFILE

SIX GENERATIONS OF ARTISANS

Headquarters: 24 Rue du Faubourg Saint-Honoré in Paris, France

Stores: approximately 305 stores across 45 countries, maintaining a significant global presence while ensuring the majority of its production remains in France.

- Leather Goods and Saddlery: Iconic handbags like the Birkin and Kelly bags
- Ready-to-Wear: High-end clothing lines for both men and women
- Silk and Textiles: Silk scarves, ties, and shawls
- Accessories: Including jewelry, watches, hats, gloves, and footwear.
- Perfumes: Collection of fragrances for both men and women
- Home Furnishings: Luxury items for home decor, including furniture, tableware, and decorative objects

2023 Revenue: €13.4 billion (21% increase from 2022)

Founded: 1837





CUSTOMER AUDIENCE

Hermès targets individuals who appreciate luxury, exclusivity and superior craftsmanship. Their audience is an exclusive segment of individuals with high income that care for unique pieces with exceptional quality



HERMÈS



CLASSIFICATIONS

BAGS



TREND DIRECTION

“EMOTIVE LUXURY”

CULTURAL
INFORMED
HANDWORK



WORKMANSHIP



CAREFULLY REFINED



CLUSTER A- OVERALL TARGET CUSTOMER (ONLINE)

GLOBAL, TECH-SAVVY
LUXURY BUYERS
CONVENIENCE,
ACCESSIBILITY, AND
EXCLUSIVES
CURATED AND GIFTABLE
ITEMS
SOCIAL MEDIA, DIGITAL
EXCLUSIVES



SUBCATEGORY - CLUTCHES



10001

Kelly Depeches 25 Pouch
Cost: \$2,700.00
Retail: \$9,000.00



10002

Kelly Depeches 25 Pouch
Cost: \$2,700.00
Retail: \$9,000.00



10003

Kelly Depeches 25 Pouch
Cost: \$2,700.00
Retail: \$9,000.00



10004

Maximors Bag
Cost: \$2,070.00
Retail: \$6,900.00



10005

Box Bag
Cost: \$2,235.00
Retail: \$7,450.00



10006

Kelly Depeches 25 Pouch
Cost: \$2,700.00
Retail: \$9,000.00



10007

Kelly Depeches 25 Pouch
Cost: \$2,700.00
Retail: \$9,000.00



10008

Kelly depeches 25 pouch
Cost: \$2,700.00
Retail: \$9,000.00



10009

Maximors Bag
Cost: \$2,070.00
Retail: \$6,900.00



10010

Box Bag
Cost: \$2,235.00
Retail: \$7,450.00

SUBCATEGORY - CROSSBODY BAG



20001
24/24 29 Bag
Cost: \$3,120.00
Retail: \$10,400.00



20002
Constance III Mini Bag
Cost: \$4,110.00
Retail: \$13,700.00



20003
Constance III Mini Bag
Cost: \$2,625.00
Retail: \$8,750.00



20004
Della Cavalleria Bag
Cost: \$1,965.00
Retail: \$6,550.00



20005
Verrou Bag
Cost: \$2,640.00
Retail: \$8,800.00



20006
Constance III Mini Bag
Cost: \$2,715.00
Retail: \$9,050.00



20007
Constance III Mini Bag
Cost: \$2,715.00
Retail: \$9,050.00



20008
Roulis Bag
Cost: \$2,565.00
Retail: \$8,550.00

SUBCATEGORY - HANDLEBAG



30001
Birkin 25 Bag
Cost: \$3,150.00
Retail: \$10,500.00



30002
Bolide Bag
Cost: \$3,090.00
Retail: \$10,300.00



30003
Lindy 26 Bag
Cost: \$2,460.00
Retail: \$8,200.00



30004
Kelly Bag
Cost: \$3,180.00
Retail: \$10,600.00



30005
Hermès In-The-Loop 18
Cost: \$1,455.00
Retail: \$4,850.00



30006
Picotin Bag
Cost: \$907.50
Retail: \$3,025.00



30007
Birkin 25 Bag
Cost: \$3,150.00
Retail: \$10,500.00



30008
Bolide Bag
Cost: \$3,090.00
Retail: \$10,300.00



30009
Lindy Mini Bag
Cost: \$4,200.00
Retail: \$14,000.00



30010
Kelly Bag
Cost: \$3,060.00
Retail: \$10,200.00



30011
Hermès In-The-Loop 23
Cost: \$1,455.00
Retail: \$4,850.00



30012
Picotin Bag
Cost: \$907.50
Retail: \$3,025.00

SUBCATEGORY - TOTES



40001
Pursangle Tote Bag
Cost: \$1,185.00
Retail: \$3,950.00



40002
Pursangle Tote Bag
Cost: \$1,185.00
Retail: \$3,950.00



40003
Steeple 28 Bag
Cost: \$1,635.00
Retail: \$5,450.00



40004
Steeple 28 Bag
Cost: \$1,635.00
Retail: \$5,450.00



40005
Steeple 25 Bag
Cost: \$1,567.50
Retail: \$5,225.00



40006
Steeple 25 Bag
Cost: \$1,567.50
Retail: \$5,225.00



40007
Steeple 25 Bag
Cost: \$1,567.50
Retail: \$5,225.00



40008
Steeple 28 Bag
Cost: \$1,635.00
Retail: \$5,450.00

SUBCATEGORY - TRAVEL BAG



50001
Herbag Zip Cabine Bag
Cost: \$1,620.00
Retail: \$5,400.00



50002
Herbag Zip Cabine Bag
Cost: \$1,620.00
Retail: \$5,400.00



50003
Garden Party 49 Voyage Bag
Cost: \$1,875.00
Retail: \$6,250.00



50004
Garden Party 49 Voyage Bag
Cost: \$1,500.00
Retail: \$5,000.00



50005
Herbag Zip Cabine Bag
Cost: \$1,245.00
Retail: \$4,150.00



50006
Herbag Zip Cabine Bag
Cost: \$1,245.00
Retail: \$4,150.00



50007
Garden Party 49 Voyage Bag
Cost: \$1,500.00
Retail: \$5,000.00



50008
Garden Party 49 Voyage Bag
Cost: \$1,500.00
Retail: \$5,000.00

Website Screenshot #1- Home



Website Screenshot #2- All Products

All Products

Clutches

Crossbody

Handle Bag

Tote Bag

Travel Bag

Filter by

Price

\$3,950.00\$10,400.00

Color

+

Measures

+

Size

+

All Products

24 products

New Arrival

13

Website Screenshot #3 - Clutches

Handle Bag

Tote Bag

Travel Bag

Filter by

Price


\$7,450.00\$9,000.00

Color

+


Size

+




Box Bag

\$7,450.00




Kelly Depeches 25 Pouch

\$9,000.00




Kelly Depeches 25 Pouch

\$9,000.00



Kelly Depeches 25 Pouch


\$9,000.00



Box Bag

\$7,450.00


Best Seller



Kelly Depeches 25 Pouch


\$9,000.00

Best Seller





Kelly Depeches 25 Pouch

\$9,000.00



Kelly Depeches 25 Pouch

\$9,000.00



Website Screenshot #4 - Crossbody

All Products

Clutches

Crossbody

Handle Bag

Tote Bag

Travel Bag

Filter by

Color

Size

1 product



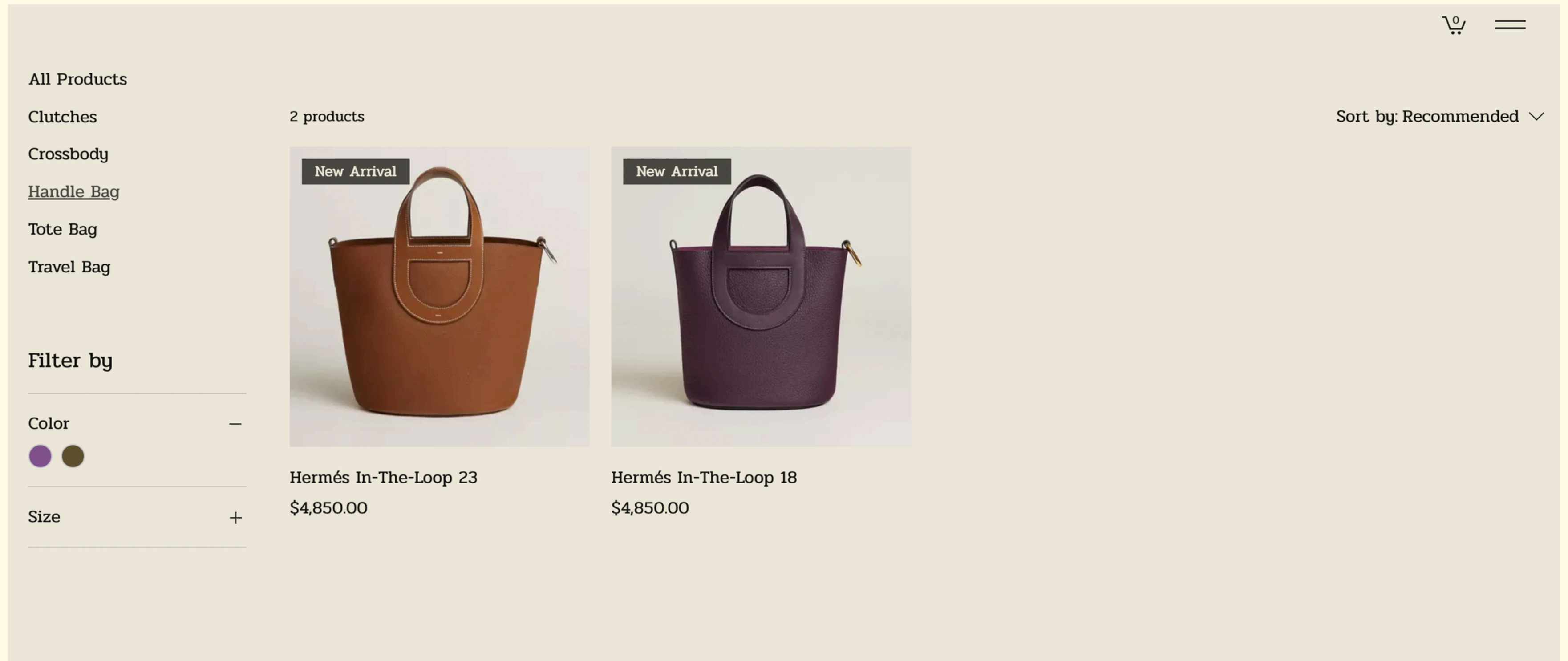
24/24 - 29 Bag

\$10,400.00

Sort by: Recommended

Hermès

Website Screenshot #5 - Handle Bag



Website Screenshot #6 - Tote Bags

Handle Bag

Tote Bag

Travel Bag

Filter by

Price

\$3,950.00

\$5,450.00

Color


+

Measures

+


Size

+



Steeple 28 Bag


\$5,225.00



Best Seller


Steeple 25 Bag

\$5,225.00




Pursangle tote bag

\$3,950.00



Pursangle tote bag

\$3,950.00



Steeple 28 Bag

\$5,450.00

Website Screenshot #7 - Travel Bags

Handle Bag

Tote Bag

Travel Bag

Filter by

Price


\$4,150.00\$6,250.00

Color

+


Size

+




Garden Party 49 Voyage Bag

\$6,250.00



Herbag Zip Cabine Bag

\$5,400.00




Herbag Zip Cabine Bag

\$5,400.00




Garden Party 49 Voyage Bag

\$5,000.00




Garden Party 49 Voyage Bag

\$5,000.00



Garden Party 49 Voyage Bag


\$5,000.00



Herbag Zip Cabine Bag

\$4,150.00

Best Seller




Herbag Zip Cabine Bag

\$4,150.00

Website Screenshot #8 - Details

Home / All Products / Kelly Depeches 25 Pouch

< Prev | Next >



A black, rectangular pouch with a silver-toned metal clasp and a black strap. The pouch is shown against a light gray background.

Kelly Depeches 25 Pouch

\$9,000.00

Size

Small

Color: Noir

Quantity

1

Add to Cart

[WhatsApp](#) [Facebook](#) [Twitter](#) [Pinterest](#)

Pouch in Woolycot and Togo calfskin

- Central compartment for an iPad mini
- Business cards pocket
- Removable lanyard
- Can be carried by hand or on the wrist

CLUSTER B- 10 NEW YORK CITY STORES

- NYC LOCALS
- TOURISTS
- COLLECTORS
- IMMERSIVE BRAND EXPERIENCE
- VIP SERVICE
- FULL COLLECTION
- BESPOKE SERVICES
- LOCALIZED LUXURY EVENTS
- WORD-OF-MOUTH



STORE LAYOUT



STORE LAYOUT



WALL SPACE #1



WALL SPACE #2



TABLES



					# Door Clusters			GRAND	GRAND	GRAND
					unit	unit	MU%	WEB	NY	TOTAL
STYLE #	STYLE DESCRIPTION	COLOR	CLASS	SUB CL	COST	RETAIL		A	B	UNITS
10001	Kelly Depeches 25 Pouch	Étoupe	0	1	\$3.060,00	\$9.000,00	66,0%	18	18	36
10002	Kelly Depeches 25 Pouch	Tourbe/Noir	0	1	\$3.060,00	\$9.000,00	66,0%	18	18	36
10003	Kelly Depeches 25 Pouch	Noir	0	1	\$3.060,00	\$9.000,00	66,0%	18	18	36
10004	Maximors Bag	Gold	0	1	\$2.070,00	\$6.900,00	70,0%		12	12
10005	Box Bag	Rouge Duchesse	0	1	\$2.384,00	\$7.450,00	68,0%	12		12
10006	Kelly Depeches 25 Pouch	Écorce	0	1	\$2.880,00	\$9.000,00	68,0%	12		12
10007	Kelly Depeches 25 Pouch	Bleu Marine / Noir	0	1	\$2.880,00	\$9.000,00	68,0%	12		12
10008	Kelly Depeches 25 Pouch	Noir/Noir	0	1	\$2.880,00	\$9.000,00	68,0%	12		12
10009	Maximors Bag	Rouge Duchesse	0	1	\$1.794,00	\$6.900,00	74,0%		12	12
10010	Box Bag	Rose De Venise	0	1	\$2.384,00	\$7.450,00	68,0%	12		12
20001	24/24 29 Bag	Taurillon Clémence / Swift Gold	0	2	\$3.328,00	\$10.400,00	68,0%	12		12
20002	Constance III Mini Bag	Rouge Piment	0	2	\$3.562,00	\$13.700,00	74,0%		18	18
20003	Constance III Mini Bag	Natural	0	2	\$2.275,00	\$8.750,00	74,0%		12	12
20004	Della Cavalleria Bag	Gold	0	2	\$1.703,00	\$6.550,00	74,0%		12	12
20005	Verrou Bag	Nata	0	2	\$2.288,00	\$8.800,00	74,0%		12	12
20006	Constance III Mini Bag	Noir	0	2	\$2.353,00	\$9.050,00	74,0%		18	18
20007	Constance III Mini Bag	Bleu Shapir	0	2	\$2.353,00	\$9.050,00	74,0%		18	18
20008	Roulis Bag	Vert Cyprès	0	2	\$2.223,00	\$8.550,00	74,0%		18	18
30001	Birkin 25 Bag	Fauve	0	3	\$2.730,00	\$10.500,00	74,0%		24	24
30002	Bolide Bag	Étoupe	0	3	\$2.678,00	\$10.300,00	74,0%		18	18
30003	Lindy 26 Bag	Bleu Nuit	0	3	\$2.132,00	\$8.200,00	74,0%		12	12
30004	Kelly Bag	Rouge Sellier/Framboise	0	3	\$2.756,00	\$10.600,00	74,0%		18	18
30005	Hermés In-The-Loop 18	Cassis	0	3	\$1.552,00	\$4.850,00	68,0%	12		12
30006	Picotin Bag	Fauve	0	3	\$907,50	\$3.025,00	70,0%		12	12
30007	Birkin 25 Bag	Noir/Gold	0	3	\$2.730,00	\$10.500,00	74,0%		24	24
30008	Bolide Bag	Rouge H	0	3	\$3.090,00	\$10.300,00	70,0%		18	18
30009	Lindy Bag Ostrich	Vert Anis	0	3	\$4.200,00	\$14.000,00	70,0%		18	18
30010	Kelly Bag	Sauge	0	3	\$2.652,00	\$10.200,00	74,0%		24	24
30011	Hermés In-The-Loop 23	Fauve	0	3	\$1.552,00	\$4.850,00	68,0%	12		12
30012	Picotin Bag	Bleu Pâle	0	3	\$786,50	\$3.025,00	74,0%		12	12
40001	Pursangle Tote Bag	Marine / Vert Vertigo / Noir / Bleu Du Nord / Bleu Indigo	0	4	\$1.264,00	\$3.950,00	68,0%	12		12
40002	Pursangle Tote Bag	Béton / Gold / Rouge H / Capucine / Béton	0	4	\$1.264,00	\$3.950,00	68,0%	12		12
40003	Steeple 28 Bag	Fauve / Écru / Beige / Gold	0	4	\$1.744,00	\$5.450,00	68,0%	12		12
40004	Steeple 28 Bag	Châi	0	4	\$1.635,00	\$5.450,00	70,0%		12	12
40005	Steeple 25 Bag	Écru	0	4	\$1.567,50	\$5.225,00	70,0%		12	12
40006	Steeple 25 Bag	Gris Écru	0	4	\$1.567,50	\$5.225,00	70,0%		12	12
40007	Steeple 25 Bag	Ébène	0	4	\$1.672,00	\$5.225,00	68,0%	12		12
40008	Steeple 28 Bag	Écru	0	4	\$1.744,00	\$5.450,00	68,0%	12		12
50001	Herbag Zip Cabine Bag	Écru / Noir / Bleu Zellige / Noir	0	5	\$1.728,00	\$5.400,00	68,0%	12		12
50002	Herbag Zip Cabine Bag	Écru / Beige / Gris Meyer / Noir	0	5	\$1.728,00	\$5.400,00	68,0%	12		12
50003	Garden Party 49 Voyage Bag	Écru / Beige / Multicolore / Indigo	0	5	\$2.125,00	\$6.250,00	66,0%	12	12	24
50004	Garden Party 49 Voyage Bag	Noir / Noir	0	5	\$1.600,00	\$5.000,00	68,0%	12		12
50005	Herbag Zip Cabine Bag	Écru / Beige / Fauve	0	5	\$1.328,00	\$4.150,00	68,0%	12		12
50006	Herbag Zip Cabine Bag	Châi / Fauve	0	5	\$1.328,00	\$4.150,00	68,0%	12		12
50007	Garden Party 49 Voyage Bag	Dark Bronze / Ébène	0	5	\$1.600,00	\$5.000,00	68,0%	12		12
50008	Garden Party 49 Voyage Bag	Tourbe / Noir	0	5	\$1.600,00	\$5.000,00	68,0%	12		12

PURCHASE ORDER

PO#:	8197386247
STORE NAME	Hèrmes
DEPARTMENT NAME :	Women's Handbags
VENDOR NAME :	Hermes
VENDOR ID #:	2278
DELIVERY MONTH	September
START SHIP	9/1
CANCEL ORDER	10/15

tot units	720
tot COST	\$1.680.030,00
tot RETAIL	\$5.668.800,00
Cum MU %	70%

STOCK MANAGEMENT

18 UNITS EACH



10001
Kelly Depeches 25 Pouch
Cost: \$2,700.00
Retail: \$9,000.00



10002
Kelly Depeches 25 Pouch
Cost: \$2,700.00
Retail: \$9,000.00



10003
Kelly Depeches 25 Pouch
Cost: \$2,700.00
Retail: \$9,000.00



20002
Constance III Mini Bag
Cost: \$4,110.00
Retail: \$13,700.00



20006
Constance III Mini Bag
Cost: \$2,715.00
Retail: \$9,050.00



20007
Constance III Mini Bag
Cost: \$2,715.00
Retail: \$9,050.00



20008
Roulis Bag
Cost: \$2,565.00
Retail: \$8,550.00

STOCK MANAGEMENT

24 UNITS EACH

18 UNITS EACH



30001

Birkin 25 Bag

Cost: \$3,150.00

Retail: \$10,500.00



30007

Birkin 25 Bag

Cost: \$3,150.00

Retail: \$10,500.00



30010

Kelly Bag

Cost: \$3,060.00

Retail: \$10,200.00



30002

Bolide Bag

Cost: \$3,090.00

Retail: \$10,300.00



30004

Kelly Bag

Cost: \$3,180.00

Retail: \$10,600.00

The Birkin and Kelly bags are two of Hermès' most iconic products. Their global demand often surpasses supply, making them a centerpiece for any Hermès store. Stocking these products in the highest quantities ensures our stores meet customer expectations while reinforcing our reputation as a leading luxury retailer.



30008

Bolide Bag

Cost: \$3,090.00

Retail: \$10,300.00



30009

Lindy Mini Bag

Cost: \$4,200.00

Retail: \$14,000.00

STOCK MANAGEMENT

LOCATIONS

FLAGSHIP STORES (MOST AMOUNT OF STOCK)

- MADISON AVENUE ON THE UPPER EAST SIDE
- MEATPACKING DISTRICT
- SOHO



SATELLITE LOCATIONS (LESS AMOUNT OF STOCK)

- DUMBO
- WILLIAMSBURG



SIX MONTH PLAN

August BOM Stock: \$5.7m

January EOM Stock: \$23,800

Fall/Winter 2025	AUG.	SEPT.	OCT.	NOV.	DEC	JAN	TOTAL
BOM Stock	\$ 5,668,800	\$ 4,860,400	\$ 4,186,500	\$ 3,492,800	\$ 2,257,900	\$ 908,150	\$ 21,374,550
Minus Sales	\$ 780,000	\$ 660,000	\$ 680,000	\$ 1,200,000	\$ 1,325,000	\$ 855,000	\$ 5,500,000
Minus Markdowns	\$ 130,000	\$ 105,000	\$ 110,000	\$ 165,000	\$ 160,000	\$ 155,000	\$ 825,000
Minus shortage	\$ 8,400	\$ 8,900	\$ 8,700	\$ 9,900	\$ 9,750	\$ 9,350	\$ 55,000
Plus receipts	\$ 110,000	\$ 100,000	\$ 105,000	\$ 140,000	\$ 145,000	\$ 135,000	\$ 735,000
Equals EOM Stock	\$ 4,860,400	\$ 4,186,500	\$ 3,492,800	\$ 2,257,900	\$ 908,150	\$ 23,800	

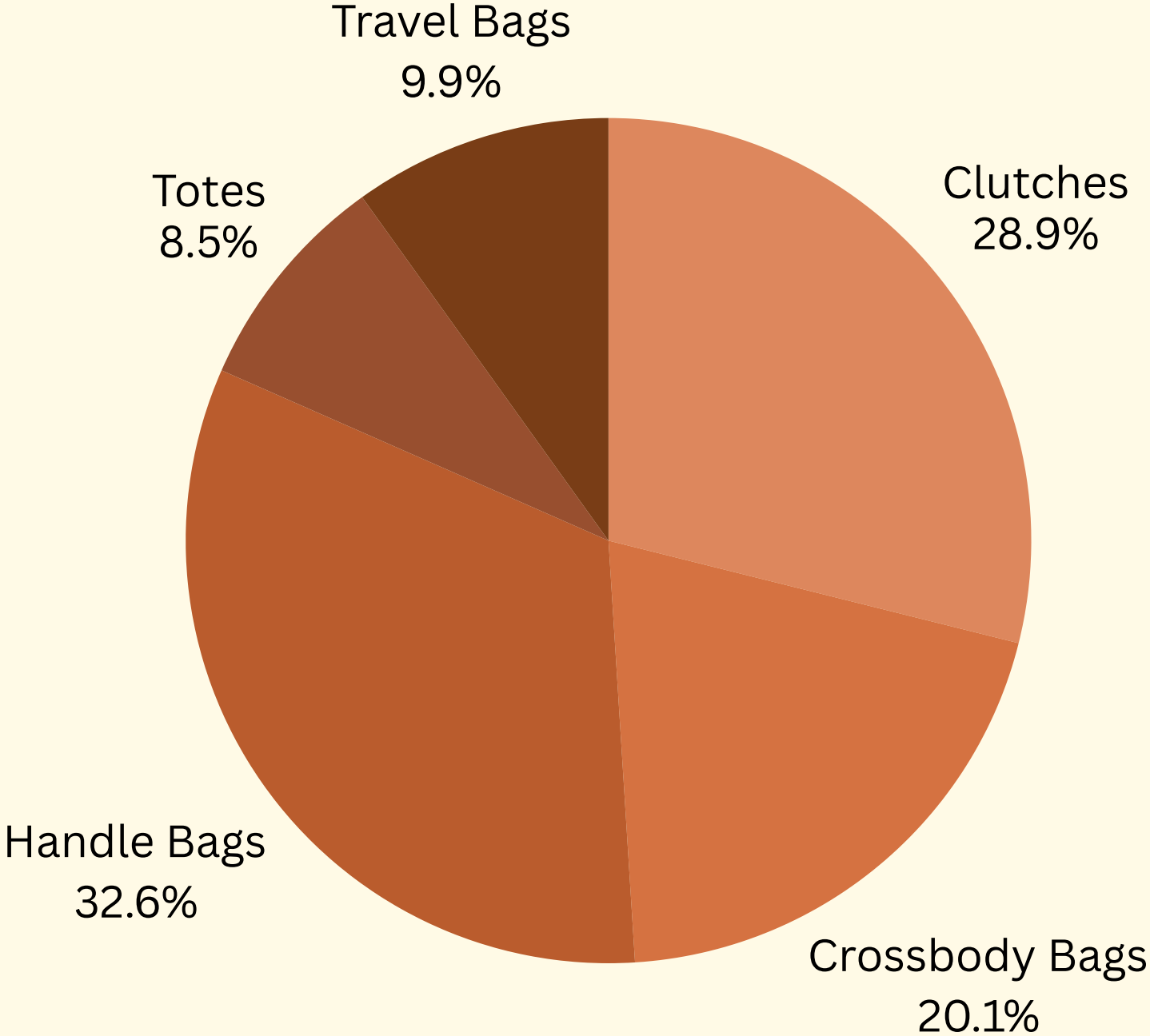
Stock Turn: 1.8

Markdowns: 15%

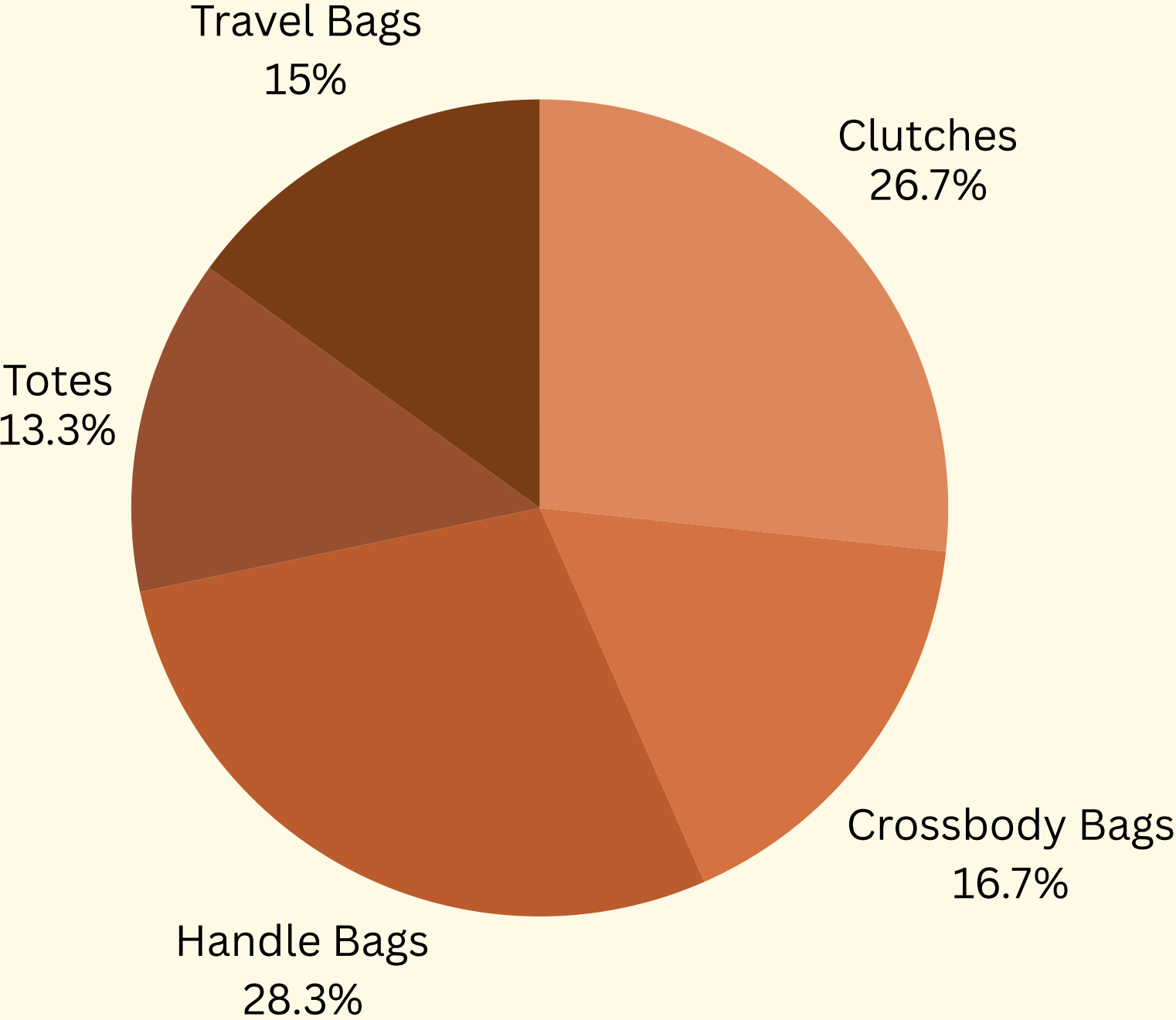
Shortage: 1%

SUB-CLASSIFICATION ANALYSIS

RETAIL DOLLARS



UNITS



References

<https://www-fashionsnoops-com.libproxy.fitsuny.edu/ServiceTopnav/women/Forecast>