

New York Report

August, 2025

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* Project 1: Hermès MYSTERY AT THE GROOMS

1. Hermès MYSTERY AT THE GROOMS

Project Overview

Hermès Mystery at the Grooms', held at Pier 36 on the East River in Southeast Manhattan for 10 days from June 19, was an immersive event created by Hermès. Participants were invited to act as "detectives" in a space designed to resemble a horse-drawn mansion, where they searched for clues about a missing horse and experienced the unfolding story of its disappearance. The event reinterpreted Hermès' origins as a saddler's workshop, centered on the themes of craftsmanship and playfulness. As a tribute to the brand's heritage in harness-making, the venue was conceived as a "horse care house" composed of six rooms: the Head Groom's Office, adorned with heavy furniture and antique horse tack; the Dormitory, featuring bedding and essentials decorated with the Rocabar pattern once used for racehorse blankets; the Pantry, filled with hay and carrot-shaped objects; the Refectory, where Hermès tableware and lighting effects created a dreamlike ambiance; the Laundry, where shirts fluttered in the breeze; and the Stock Room, evoking a sense of artisanal precision. The design offered more than visual beauty—it integrated numerous interactive elements that encouraged visitors to touch, explore, and move through the space. To solve the mystery of the missing horse, guests used an interactive smartphone guide synced with the environment, collecting clues and progressing through the experience. Unlike traditional product exhibitions, this event allowed participants to step inside the brand's world and engage all five senses. It has been praised as a bold new marketing approach for a luxury house—one that explores the essence of craftsmanship through play and invites visitors to encounter the "essence of luxury" as defined by Hermès.

Project Details

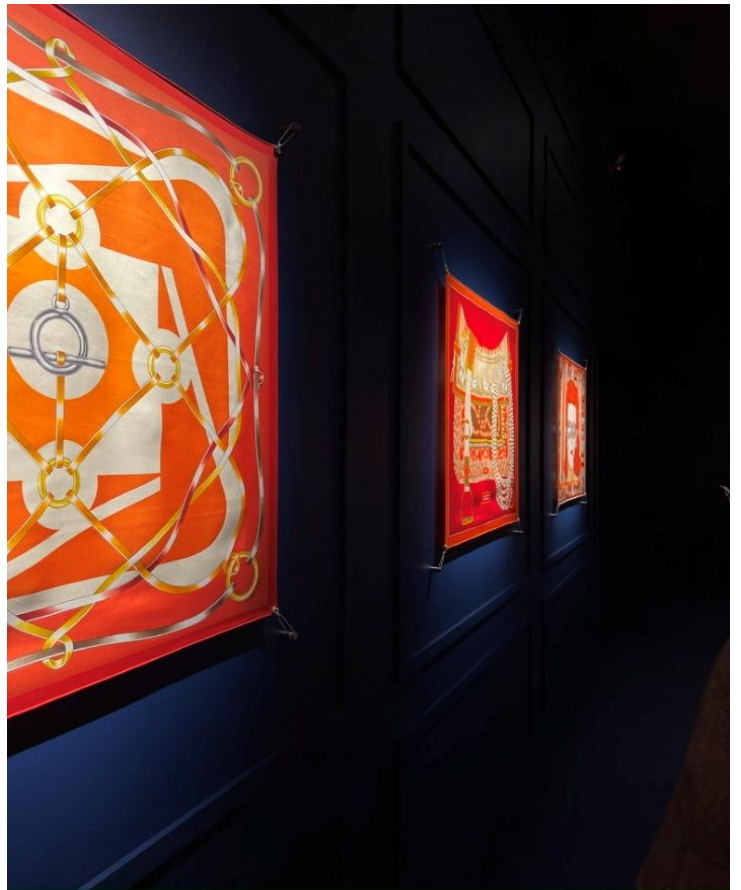
1. Hermès MYSTERY AT THE GROOMS
2. Exhibition
3. Open Date: June 19th, 2025
3. Location: Pier 36 NYC, 299 South St, New York, NY 10002
4. Target Customer: All
6. Website: <https://www.hermes.com/us/en/content/338540-mystery-at-the-grooms-nyc/>

Location Map





The venue is Pier 36, an event space along the East River.



The Refectory, featuring Hermès tableware.



Dining table adorned with Hermès tableware, cutlery, and fruit.



The Stock Room, where fabrics and other materials used at Hermes are placed.



A highly immersive display

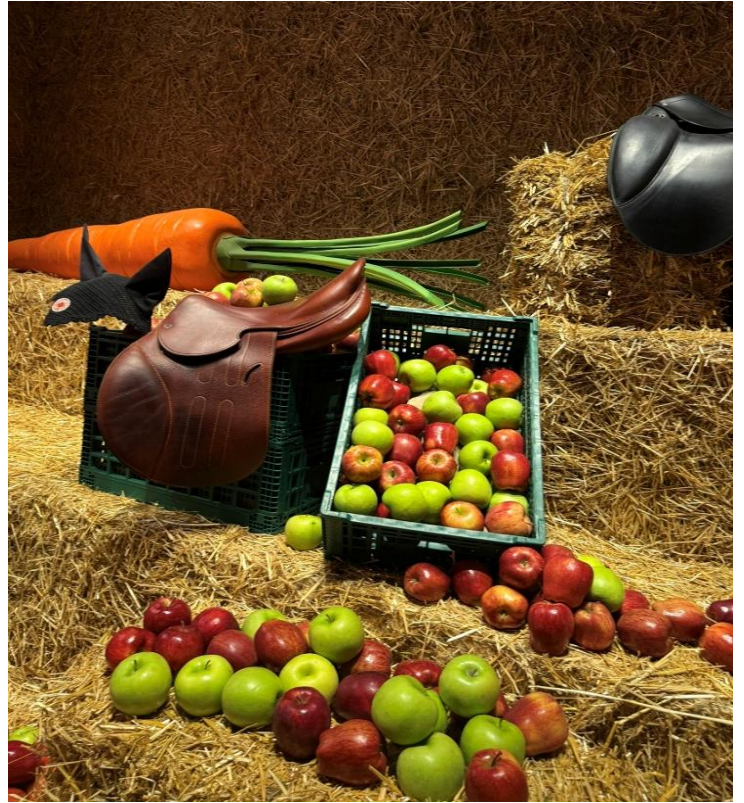




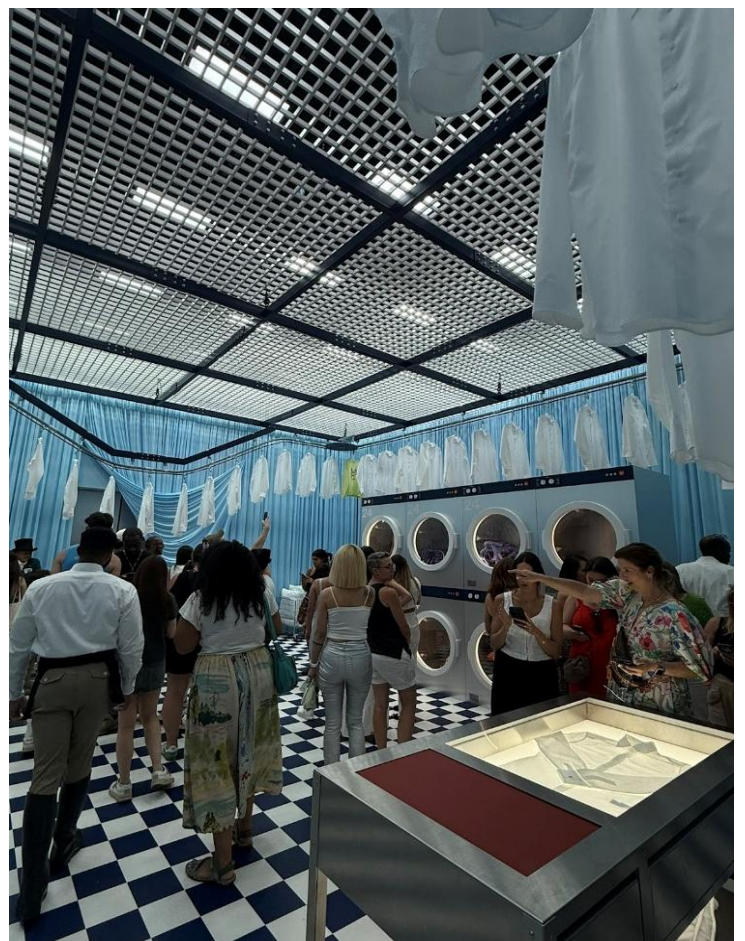
Signature Birkin bag paired with a coordinating Rocobar-patterned blanket.



The Head Groom's Office, distinguished by its bold red walls.



The Pantry, where Hermès products are displayed alongside hay, vegetables, and fruits.



The Laundry, featuring a row of life-sized washing machines.



The Dormitory, inspired by a stable groom's quarters.



Boots, saddles, and hats reflecting the daily life of a stable groom.





Through the room's windows, a crafted outdoor landscape comes into view



The final room features a garden adorned with a large horse sculpture.