

Think Unlimited



# FINAL PROJECT

KUSHIKA CHHABRA

# ABOUT HERMÈS

Hermès was founded in 1837 by Thierry Hermès in Paris as a harness workshop catering to European noblemen. Originally focused on high-quality equestrian accessories, the brand quickly became known for its exceptional craftsmanship and use of fine materials. Over time, Hermès expanded its offerings while preserving its artisanal roots.

During World War II, the brand adopted its now-iconic orange packaging due to material shortages—a color that has since become a symbol of the house. From its equestrian beginnings to becoming a symbol of understated luxury, Hermès has remained true to its legacy of timeless elegance and craftsmanship.



# SIX GENERATIONS OF ARTISANSHIP

## TIMELINE

### Émile Hermès - 3rd gen

expanded into lifestyle goods—introduced handbags and accessories.

### Robert Dumas - 4th gen

designed the Kelly bag (named after Grace Kelly) and began the house's ready-to-wear.

### Jean Dumas - 5th gen

led global expansion and launched the Birkin bag (with Jane Birkin).

### Today, Axel Dumas

continues the family tradition with a focus on innovation and sustainability.

# TARGET MARKET

WHO ARE THE CUSTOMERS YOU WANT TO CATER TO?

## PRIMARY TARGET MARKET

- Ultra-high-net-worth individuals (UHNWIs) with a net worth of \$30 million+
- Age: 35–65 years old
- Location: Monaco, French Riviera, Dubai, Miami, Singapore, New York, London
- Occupation: Entrepreneurs, tech founders, real estate moguls, hedge fund managers, royalty, celebrities
- Lifestyle: Frequent luxury travelers, yacht owners, art collectors, luxury fashion enthusiasts

## PSYCHOGRAPHICS

- Value heritage, exclusivity, and craftsmanship
- Seek experiential luxury over mere materialism
- Prioritize privacy, status, and individuality
- Already familiar with or loyal to Hermès (Birkin owners, haute couture clients)

# USER PERSONA INTRODUCTION

## NAME

Manny Khoshbin

## AGE

53

## LOCATION

Newport Beach,  
California

## OCCUPATION

President of The Khoshbin  
Company (Luxury Real Estate  
Investor)

## LIFESTYLE

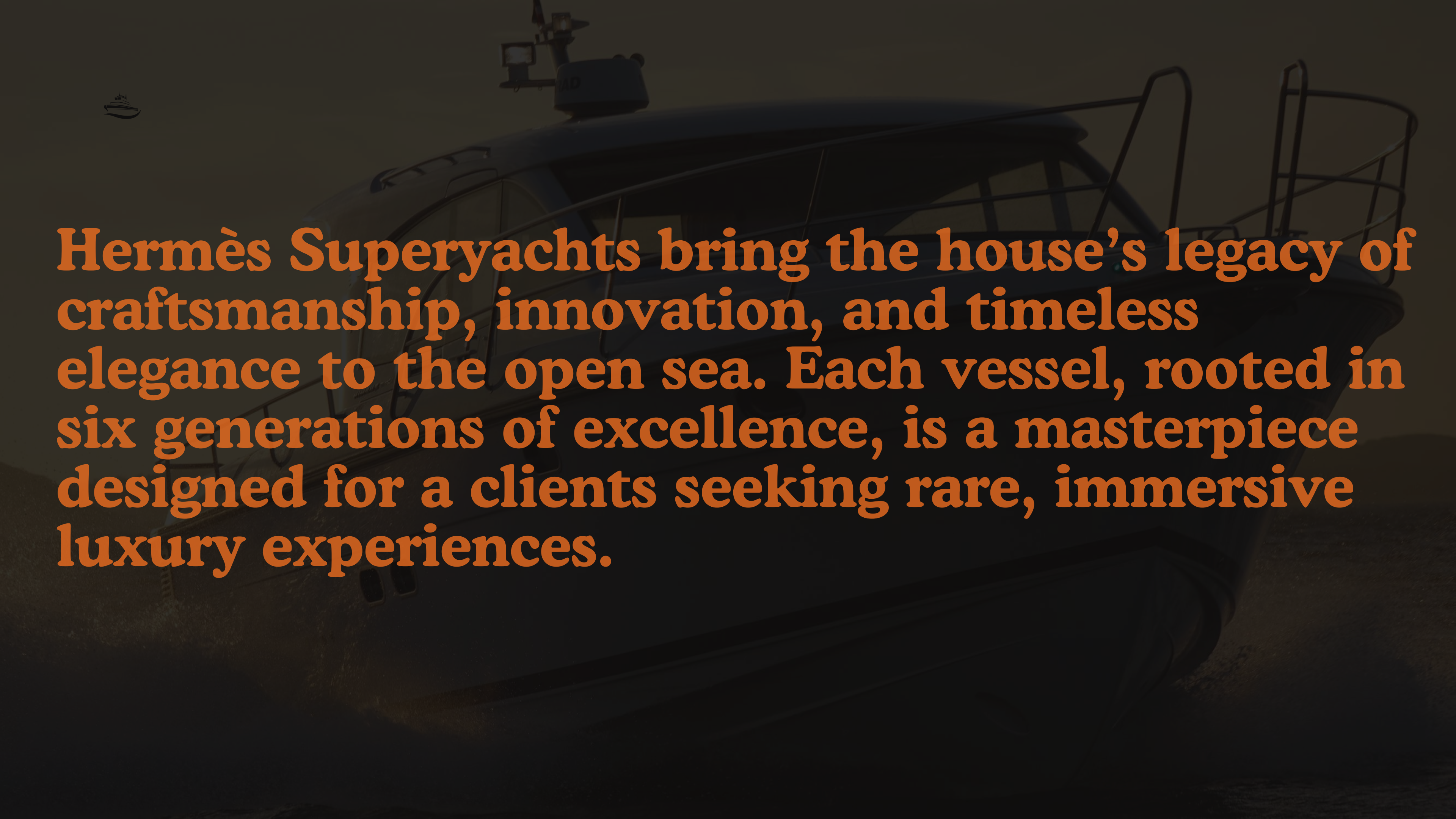
Owns multiple Hermès x Bugatti one-of-one cars, invests in high-value assets, and lives an ultra-curated lifestyle. Passionate about architectural elegance, private travel, and legacy-driven luxury. Seeks a yacht that merges iconic brand storytelling with rare experiences tailored to elite sensibilities.



A dark, low-angle photograph of a boat's deck, showing railings and equipment. The image is dimly lit, with the primary light source being the bright orange text overlaid on it. The text is arranged in two lines, reading "POSITIONING" on top and "STATEMENT" below it.

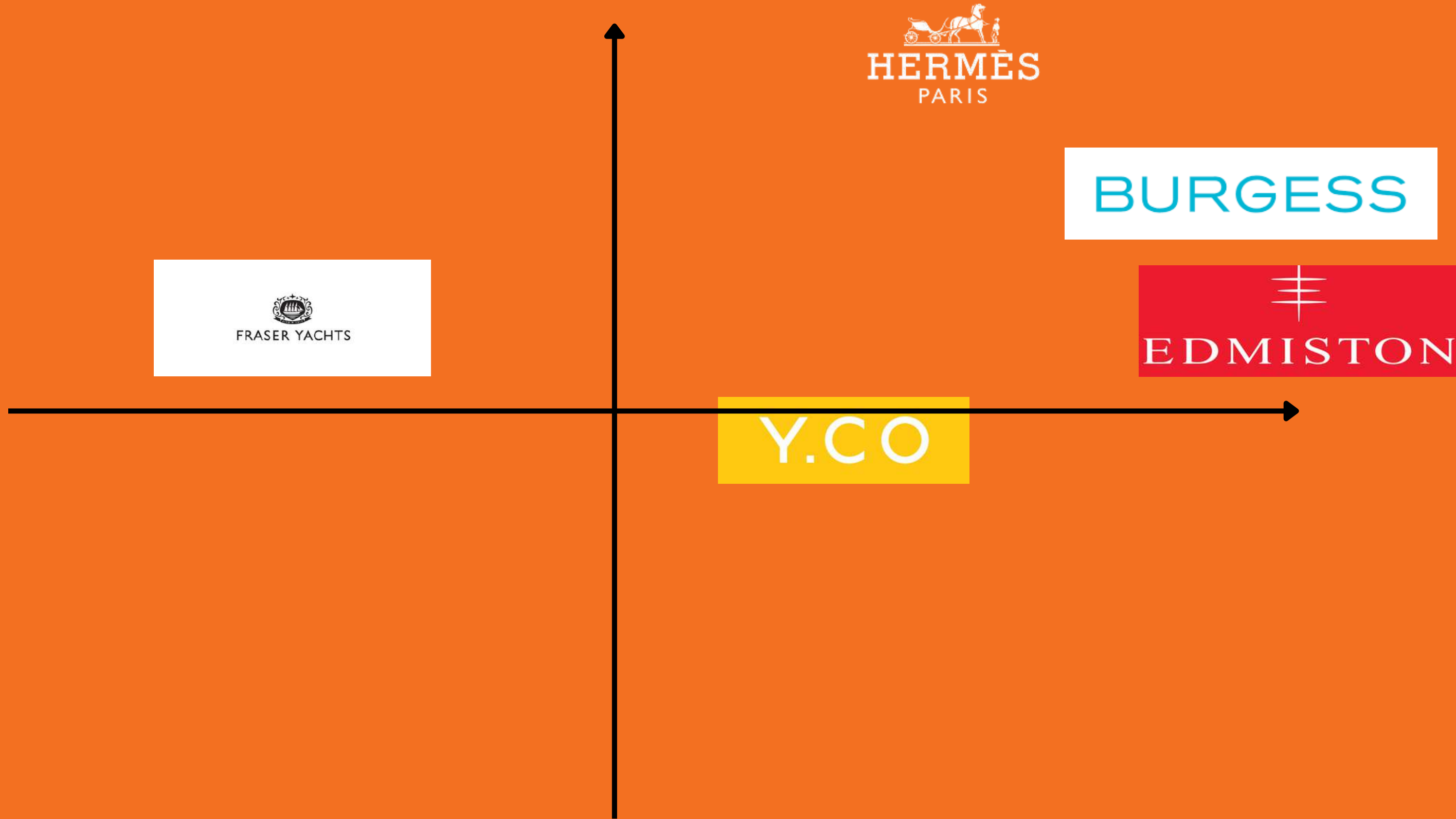
**POSITIONING**

**STATEMENT**

A dark, moody photograph of a superyacht at sea, with the text overlaid in a bright orange color. The yacht is the central focus, showing its upper deck and railings. The background is a dark, overcast sky and sea.

**Hermès Superyachts bring the house's legacy of craftsmanship, innovation, and timeless elegance to the open sea. Each vessel, rooted in six generations of excellence, is a masterpiece designed for a clients seeking rare, immersive luxury experiences.**

EXCLUSIVITY (1 = ACCESSIBLE, 10 = ULTRA EXCLUSIVE)

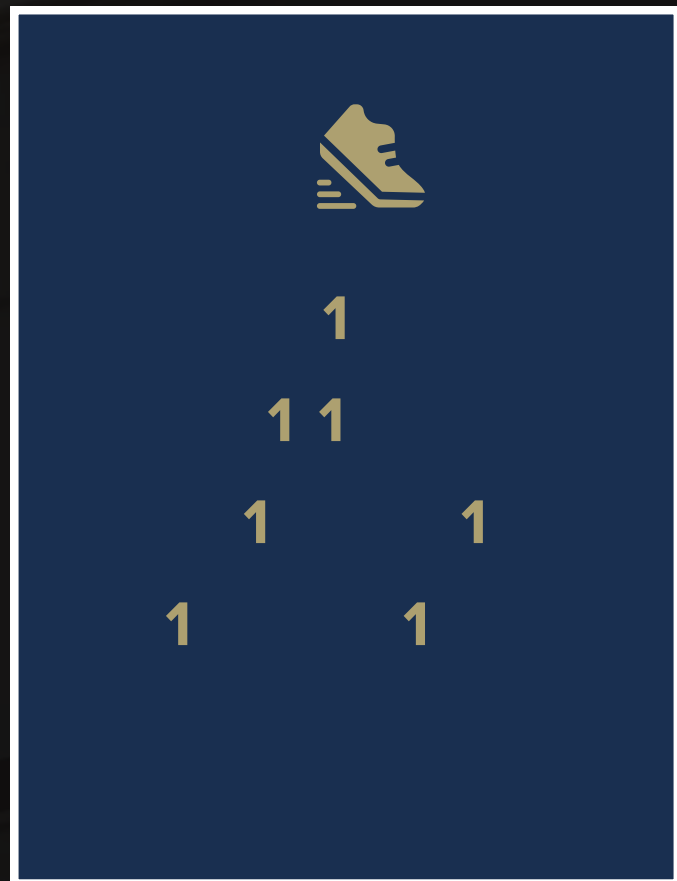
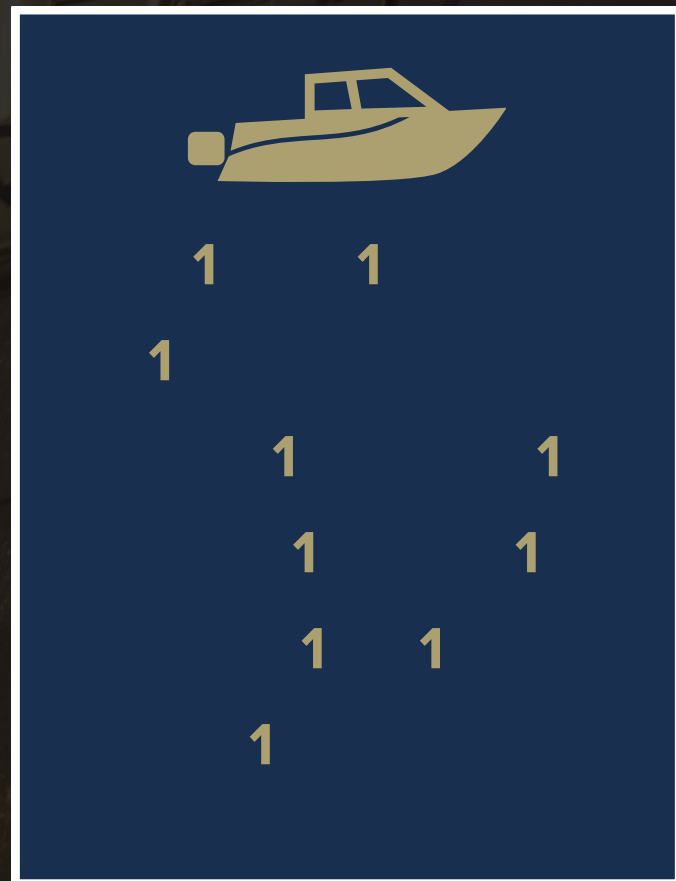


PRICE (1 = MORE AFFORDABLE, 10 = ULTRA EXPENSIVE)

A dark, moody photograph of a boat's cabin, likely a motorboat, with a prominent orange text overlay. The boat is viewed from a slightly elevated angle, showing the cabin structure, railings, and a radar dome on top. The background is a dark, hazy sky. The text is in a bold, sans-serif font, with the word 'PRODUCT' on the top line and 'OFFERINGS' on the bottom line.

# PRODUCT OFFERINGS

# 12-DAY ULTRA-LUXURY CHARTER EXPERIENCE



# HERMÈS ISLAND – THE PRIVATE DESTINATION



Privately owned island by **Hermès**, exclusively accessible to guests of the 10 Hermès yachts

Mid-trip, all yachts dock at the island for a 2-day elite gathering – promoting networking among UHNWI guests

# ON THE ISLAND

*Horse Riding & Polo:* Echoing **Hermès'** equestrian heritage

*Golf Greens:* For elegant leisure and competition

*Private Hermès Boutique:* Access to exclusive island-only merchandise

*Wellness Retreat:* Spa, facials, guided meditation, and luxury rejuvenation experiences



# HERMÈS VOYAGE CONCIERGE



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# WELLNESS BEYOND WELLNESS



## Amenities & Facilities

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Scent pairing with a custom Hermès fragrance made on-island



E E  
Guided meditation in floating glass pods



Caviar-infused facials and gold-leaf  
massages

# ARRIVAL IN STYLE : SEA - TO - SKY ENTRY



NO CUSTOMS. NO  
AIRPORTS. YOU  
ARRIVE FROM THE  
CLOUDS.

[https://www.youtube.com/watch?  
v=zcd8KJP3zko&ab\\_channel=GibraltarYachting](https://www.youtube.com/watch?v=zcd8KJP3zko&ab_channel=GibraltarYachting)

A dark, moody photograph of a boat at night, with the text 'PRICING STRATEGY' overlaid in bright orange. The boat is the central focus, with its upper deck and railings visible. The background is dark and indistinct, suggesting a night scene on water. The text is large, bold, and highly legible against the dark background.

**PRICING**

**STRATEGY**

# PRICE DIFFERENCES



## Standard Luxury Yachts (30m–50m)

Typically range from \$50,000 to \$150,000 per week, depending on size, amenities, and season.



## Superyachts (60m–70m)

Charter rates often fall between \$150,000 to \$500,000 per week, with top-tier vessels like the *M/Y Loon* commanding around \$500,000 per week.



## Mega Yachts (80m+)

These can exceed \$1 million per week, offering expansive amenities and space

# FLAT CHARTER FEE



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## Fixed rates

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# PRICE INCLUDES

- Full crew + Michelin-star dining
- Onboard spa + wellness sessions
- Pre-trip concierge + post-trip media package
- Private helicopter transfers



A dark, moody photograph of a boat at night, with the text 'PROMOTION & ADVERTISING' overlaid in bright orange. The boat is the central focus, with its cabin and railings visible against the dark background. The text is split into two lines, with the first line being 'PROMOTION &' and the second line being 'ADVERTISING'. The overall tone is professional and modern.

# PROMOTION & ADVERTISING



### Elite Golf Courses (U.S. Focused)

- Fisher Island Golf Club (Miami)
- Trump National Doral (Blue Monster Course)
- Indian Creek Country Club
- The Bear's Club (Jupiter, FL)



### Elite Networking & Investment Circles

- Tiger 21 - Peer network of 1,300+ investors (avg net worth: \$100M)
- Milken Institute Events - Global capital market & luxury trend leaders
- WSJ Tech Live / Forbes 400 Summit - Access to tech billionaires & legacy family offices



### Black Card Holders & UHNW Credit Platforms

- ~100,000 members globally
- Spend threshold: ~\$250K/year minimum
- Avg Net Worth: \$11.4M (source: Luxury Card Research)



### Email Campaign - Hermès VIC & MSVSE Client Base

- Database Size: 20,000+ global Hermès VIC clients
- Open Rate for UHNW-targeted luxury emails: 42% avg (source: Luxury Daily)
- Click-through Rate: 18-20% when personalized



A dark, moody photograph of a boat at night, with the text 'PUBLIC RELATIONS STRATEGY' overlaid in bright orange. The boat is the central focus, with its upper deck and railings visible. The background is dark, suggesting a night sky or a dark body of water. The text is in a bold, sans-serif font, with 'PUBLIC RELATIONS' on the top line and 'STRATEGY' on the bottom line. The overall tone is professional and serious.

# PUBLIC RELATIONS STRATEGY

# ELITE EDITORIAL FEATURES

| Magazine                          | Why It Matters                                   | Story Angle  |
|-----------------------------------|--|--|
| Forbes                            | <b>Global business + UHNW visibility</b>         | The Business of Prestige: How <b>Hermès</b> Is Expanding Legacy to Luxury Voyaging |
| GQ                                | <b>Style-forward &amp; affluent male readers</b> | Where Leather Meets the Ocean: Inside Hermès' Most Private Product Yet             |
| Financial Times - How to Spend It | <b>Top HNWI media globally</b>                   | 10 Yachts. One Island. One Legacy Brand  |
| Robb Report                       | <b>Trusted by luxury connoisseurs</b>            | First Look: <b>Hermès'</b> Ultra-Exclusive Floating Masterpieces                   |



# INFLUENCER & PRIVATE PLACEMENT STRATEGY



🕒 TheYachtGuy – 1M+ yacht fans. Shares a soft tease, no CTA.



🕒 Manny Khoshbin – 3.5M+ subs. Vlogs his onboarding without even naming **Hermès** explicitly.



# MERCHANDISING & DISTRIBUTION

# MERCHANDISING



## Voyage Hermès" Capsule Collection

Limited-edition robes, silk scarves, leather deck loafers, yacht-themed perfumes — only available onboard



## Floating Hermès Boutique

A private retail space opens only by appointment, during sunset — featuring yacht-exclusive Hermès goods and 1-of-1 auction items



## Guest Legacy Gifting

Each guest receives a personalized leather-bound voyage album, a bronze yacht miniature with initials, and an Hermès scent made during the trip

# DISTRIBUTION

## *Invitation-Only Booking*

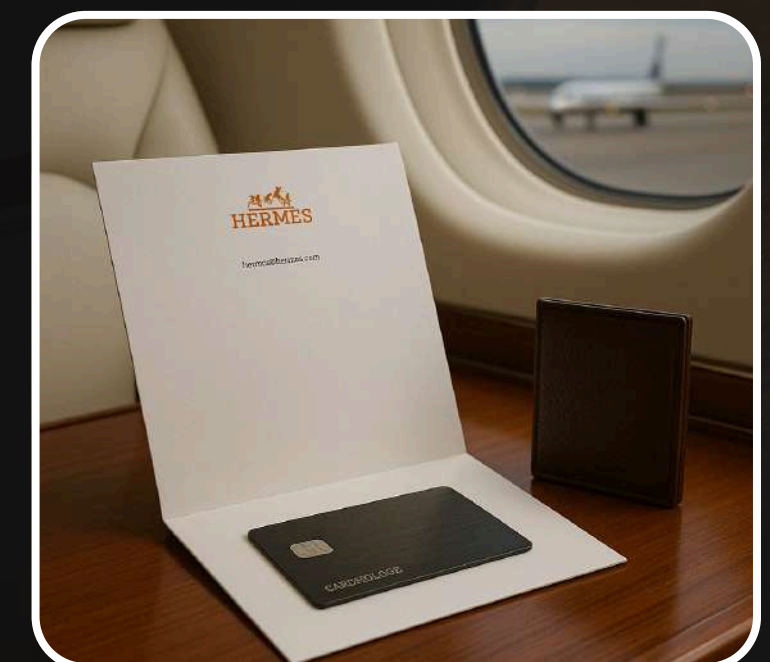
- No public charter platforms. Bookings made only through **Hermès** Nautical Concierge or by invitation at flagship Hermès boutiques

## *Geographic Presence*

- Fleet distributed to elite seasonal ports:
- Summer: Monaco, Amalfi, Porto Cervo
- Winter: St. Barts, Maldives, Seychelles

## *Access Channels*

- **Hermès** VIC emails
- Private jet lounges (NetJets, VistaJet)
- Discreet offers to Black Card holders and CEO clubs (YPO, Tiger 21)





THANK

YOU