# Hermès - Art Of Advertising - Optical Instrument - Viewer

350 EUR



Signature : Hermès

Period : 20th century

Condition : Très bon état

Material : Cardboard

Length : 12 cm

Width : 8 cm

Height : 3 cm

## Description

Hermès promotional slide viewer made of cardboard, plastic, and glass. This curious object, designed to promote Hermès creations, may have been offered to loyal customers to showcase a limited selection of the prestigious fashion house's products. Fourteen different views offer a diverse range of items such as leather goods, watches, jewelry, and clothing. Its operation is identical to that of binocular slide viewers from the 1960s. A disc of miniature slides is operated by a spring-loaded lever located on the right side of the device. Natural light enters through a rectangular frosted plastic opening on the top, and the magnifying view is provided by a small glass lens on the front of the box. The device is functional, but like any manual slide viewer, the magnification depends on the angle and operation

## Dealer

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of the lever. Aside from a few minor scratches, wear on the corners, and slight signs of use, this original item is in very good condition.