

Hermès And Donald Trump Collaboration

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Donald Trump teamed up his brand with glamorous French brand Hermès to make a mini fashion city in Manila, Philippines, that features fabulous condos with pools, libraries and lobbies, all decorated with Missoni, Versace and finally Hermès, who recently launched his first furniture line. There's an idea that Trump and Hermès build and designed Trump Tower Manila to be the most glamorous and expensive property in town.

The important person for making this business deal is Robbie Antonio, managing director of Century Properties, who said that "It would be great to have two very formidable brands involved in the most important single tower."

I think it's interesting seeing Hermès being involved in a project like this; it's the first time that the brand is doing something else besides handbags and silk scarves. What's also interesting is that the French brand has advantage in this business over Armani, Bulgari or Gucci, which are more experienced in interior design and furniture manufacture than Hermès.

Below you can see a rendering image of Hermès librarie.

