

## GIVE 'EM WHAT THEY DIDN'T KNOW THEY WANTED

Churchill said, "Give them what they want." Go for more!

## CONFRONTED BY LIMITS, RESET THE RULES

The Gordian Knot, impossible to untie, but Alexander the Great knew the task was to undo it, not to untie it. He just chopped it open.

## DEFINE YOUR MARKET, THEN EXPAND IT

As the late designer Virgil Abloh said..."everything niche becomes pop culture that is valuable."

Know your audience, but don't let it limit you.

## Adjacencies and Partnerships

Shared values can be the source through coordination of new initiatives. Unexpected partnerships High/Low, Niche/Mass, can excite new audiences.

## CONTENT IS PROMOTION

Remember that every aspect of what you make is an advertisement for the next purchase.

Hermes is an aesthetic product, but at its core is the excellence of its delivery of durable function. As Pierre-Alexis Dumas has said, "A bag has to close perfectly." All the other aspects pleasure, comfort, sensation follow.

## BOUNDLESS

Physical, even temporal, limitations of audience and consumer reach are dissolving with the Internet. The reach of the local is now global.