

HERMÈS

INTERNATIONAL

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communiqué de presse ♦ press release

Chadstone November 29TH, 2018

HERMÈS TO OPEN A NEW STORE AT CHADSTONE MELBOURNE

On December 1st, 2018, Hermès is proud to open its new Melbourne boutique at Chadstone, the second store in the Victorian state capital, after 71 Collins Street, a dynamic landmark destination providing a true counterpoint in design and mood to the Hermès store on Collins Street. Here we look forward to sharing the compelling stories of our Maison with an ever-increasing circle of Melbourne discerning visitors.

The Chadstone store offers visitors a new experience of Hermès savoir-faire showcasing the houses' values and creativity

The store features a striking glass façade framed by copper and terracotta lacquered finishes with welcoming views directly into the store. For the opening, the window will present the artwork 'Pegasus in Flight' by Australian artist Anna-Wili Highfield.

Upon entering, the visitor encounters on the floor the Hermès ex-libris in brushed stainless steel. It is stamped into the Faubourg type mosaic with a blue, caramel and white glinting terrazzo and fragments that echo the colour palette of the walls.

The 220m² retail space is divided into three cubic spaces that connect into each other.

Beyond the entrance, the visitor is invited to discover Hermès' craftsmanship and exceptional know-how. Silk, perfume, men's and women's ready-to-wear collections are displayed in the first area with a designated private showroom within the women's universe.

The second space presents the leather, equestrian and homeware collections.

At the centre of the store, the warm copper carpet, cherrywood panelling, and seating upholstered in horsehair create an intimate space for jewellery and watches.

At Hermès, quest for perfection, passion for the future and respect for the past have been inextricably. For over 180 years, six generations of passionate entrepreneurs and artisans have dedicated themselves to creating objects of the highest quality. From the house's origins as harness-makers, to the rich and original collections presented today, its core values of creative freedom, exquisite craftsmanship, innovation and excellence have remained the same. A family-owned company, Hermès is led by CEO Axel Dumas, and its creative direction is managed by Pierre-Alexis Dumas, both from the sixth generation of family members. The architecture firm RDAI, under the direction of Denis Montel, is responsible for designing all Hermès stores around the world. The full range of products is available worldwide through a network of 309 exclusive boutiques.

Hermès stores in Australia are located in: Chadstone, Sydney, Melbourne, Brisbane, Gold Coast and hermes.com