

# HERMÈS

## INTERNATIONAL

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### communiqué de presse ♦ press release

Paris, June 11<sup>th</sup>, 2019

#### **METAMORPHOSIS OF THE HERMÈS STORE ON STOLESHNIKOV LANE, MOSCOW, RUSSIA**

**On June 18<sup>th</sup>, 2019, Hermès is delighted to unveil its renovated store in Moscow. The Hermès Stolesnikov store has been located on the eponymous lane, one of the historical veins of the vibrant city, since 2001. This address has been transformed, creating a unique and intimate area where time seems suspended.**

The exterior façade, with its original rectangular upstairs windows, keeps the architectural spirit of a typical Moscow house. Remaining true to its heritage, the store was conceived as an inviting private home with lounges and comfortable alcoves. Upon entering, the customers are greeted by the silk area, which features the iconic Hermès ex-libris mosaic pattern, inspired by the original floor design in the Faubourg Saint-Honoré store. On either side of the silks, salons with warm cherrywood walls host the leather goods and men's collections. With the enlargement of the rounded store windows on the ground floor and a double door entrance, natural light filters through the space.

Visible from the entrance, located at the back of the store, the majestic walnut staircase extends over the entire height of the bay window. The leather-covered pink copper banister invites guests to continue their discovery of the Hermès' métiers. The first floor is dedicated to the women's universe with three open salons and one for VIP clients. The floor features walnut parquet with a chevron pattern that resembles that of a private apartment. As on the ground floor, custom wool and silk carpets catch the light.

The atmosphere of the store is defined by the colour palette of warm gold and browns, inspired by the surrounding colours of Moscow's traditional buildings. The alternance between lacquered finishes on the walls and enamelled lava stone on the floor echoes the smooth textures like velvet and the innovative woven metal material of the panels dedicated to the jewellery collections.

Enhanced by its colour palette and materials, the store displays Hermès' abundant collections and reveals the freedom of creation fueled by the excellence of the know-how.

*Since 1837, Hermès has remained faithful to its artisan model and its humanist values. The freedom to create, the constant search for beautiful materials, the transmission of a savoir-faire of excellence, and the aesthetic of functionality all forge the singularity of Hermès, a house of objects. An independent, family owned company, Hermès is dedicated to keeping the essential element of production in France through its 42 workshops and to developing its network of 310 stores in over 49 countries. Axel Dumas, a sixth-generation family member, has been Hermès CEO since 2013. Founded in 2008, the Fondation d'entreprise Hermès supports projects in the areas of artistic creation, training and the transmission of savoir-faire, biodiversity, and the preservation of the environment.*

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