

HERMÈS

INTERNATIONAL

24, RUE DU FAUBOURG-SAINT-HONORÉ, 75008 PARIS - TÉL. +33 (0)1 40 17 49 20 - FAX +33 (0)1 40 17 47 18
SOCIÉTÉ HOLDING DU GROUPE HERMÈS, SOCIÉTÉ EN COMMANDITE PAR ACTIONS AU CAPITAL DE 54 506 155,14 EUROS - 572 076 396 RCS PARIS



communiqué de presse ♦ press release

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THE PASSING OF LEÏLA MENCHARI

It is with great emotion and sadness that the House of Hermès learned on the 4th of April 2020 the passing of Leïla Menchari, the Queen of Enchantment as Michel Tournier called her.

Born in 1927 in Tunis, Leïla was a trained painter at the Beaux Arts School of fine arts in Tunis, then the Beaux Arts School of fine arts in Paris, she was a model for Guy Laroche for a while, before entering the Annie Beaumel's decoration team at Hermès in 1961.

An outstanding dreamer and storyteller, she was the Artistic Director of the windows of 24 Faubourg, the Hermès flagship store in Paris. Her visual concepts never ceased to arouse curiosity, astonishment and surprise to the amazement of passers-by, creating windows that opened to another realm. "Thanks to Leïla, exoticism found a home, happily and permanently, in Rue du Faubourg Saint-Honoré", says Axel Dumas.

In 2017, *Hermès à tire-d'aile, les Mondes de Leïla Menchari*, an exhibition which celebrated her vision at the Grand Palais, allowed a wider audience discover her unique and poetic universe.

Leïla Menchari has long been the driving force behind the House's Colours Committee, leaving a legacy through her elegance and her extraordinary sense of nuance evident in the Women's Silk collection.

"Many of us at Hermès have learned a lot from Leïla. She taught us to look at the world through the prism of color. She was a storyteller without equal that enchanted the world. We are infinitely grateful to her for all that she has done for us, that she passed on to us", adds Pierre-Alexis Dumas.

An open, generous, resolutely modern woman, she was a woman of freedom. Her passing leaves to all those who had the joy of knowing and working with her, on both sides of the Mediterranean, the memory of a perpetual quest for beauty, a boundless passion for creation and craftsmanship.