



PRESS RELEASE

Tokyo, 4 September 2020

HERMÈS UNVEILS A FULLY RENOVATED STORE IN THE FUJISAKI DEPARTMENT STORE IN SENDAI, JAPAN

Hermès is delighted to announce the inauguration of a renovated and extended space within the Fujisaki Department Store in Sendai, on 5 September 2020. This reopening marks a new chapter for Hermès in this Northern city of Japan, where it has been present since 2004. As the sole Hermès address in the Miyagi Prefecture of the Tohoku region, this new store will continue to unveil Hermès' collections and know-how through a metamorphosed space.

The exceptional natural environment that helps define Sendai as "The City of Trees" has been embraced by Hermès as its inspiration for the design of this single-story, 144 m² retail space. The exterior floor-to-ceiling glass façade gives a clear view of the space from the outside, inviting visitors to enter and discover a broader and more dynamic array of the Parisian house's collections. Featuring copper-coloured steel, the façade also incorporates large windows to host the bespoke displays with which Hermès is synonymous.

Designed by Parisian architecture agency RDAI, the interior has been thoughtfully arranged into two distinct larger, open-plan spaces to welcome customers into a warmer and brighter environment. At the entrance, the floor is decorated with mosaic tiles in subdued Havana- and chocolate-brown hues, complete with iridescent cabochons. The signature Hermès ex-libris motif has also been cast on the floor, inspired by the Faubourg Saint-Honoré flagship store in Paris.

Once past the threshold, visitors discover the women's silk collections, fragrances and fashion accessories. Leather goods, including the equestrian universe, as well as jewellery and watches are presented in intimate salons demarcated by panels in natural Japanese bamboo. The collections for the home, featuring homeware and tableware, including the new Hermès Passifolia service, complete the displays in this initial area. As they continue their visit, customers are introduced to the women's ready-to-wear and shoe collections, as well as the men's universe offering ready-to-wear, silk and shoes. Nestled at the very back is an intimate VIP lounge for enhanced privacy. Both sections invite customers to dive into different atmospheres and interact with the space as a whole. While the entrance area is characterised by mineral, airy and bright accents, the second section creates a more muted atmosphere with carefully selected fabrics and carpets.

Echoing the annual theme for 2020, *Innovation in the making*, this new retail space mirrors Hermès' tribute to the human hand and to the ingenuity of its artisans. This renovated address showcases the house's craftsmanship and freedom of creation through its exceptional objects and the enhanced experience it offers its customers and new visitors.

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 savoir-faire of excellence, and the aesthetic of functionality all forge the singularity of Hermès, a house of objects created to last. An independent, family owned company, Hermès is dedicated to keeping the majority of its production in France through its 43 workshops and to developing its network of 311 stores in 45 countries. The group employs more than 15,600 people worldwide, including more than 9,700 in France, among whom nearly 5,250 are craftsmen*.

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.

* As of 30th June 2020

[hermes.com](https://www.hermes.com)

Hermès Sendai Fujisaki Store
3-2-17, Ichiban-cho, Aoba-ku, Sendai City,
Miyagi Prefecture, 980-0811
Tel. +81 (0) 22-261-5111