

PRESS RELEASE

Paris, 1 October 2020

HERMÈS OPENS A NEW STORE IN MADRID, REAFFIRMING ITS CLOSE AND LONG-STANDING RELATIONSHIP WITH SPAIN

Hermès is delighted to announce the opening of a new home in Galería Canalejas in the heart of Madrid, on the 1st of October. Set in the affluent epicentre of the capital, the heritage-listed neoclassical building is an architectural icon now revived as a contemporary cultural hub and lifestyle destination.

Located on the ground floor, and flanked by the wide, elegant boulevards of Calle de Alcalá and Calle de Sevilla, the new 230-square-metre Hermès store strikes a harmonious balance between the history of the address and a new vision for retail, imbued with the house's emblematic aesthetic language. Transformed by Parisian architecture agency RDAI, the classic geometric form of the building and its existing proportions informed the store's expansive, airy layout. The easy flow and intimate displays encourage a sense of discovery as guests encounter the sixteen métiers of the Parisian house, the spirit of savoir-faire through its beautiful, hand-crafted objects, and bold new designs from the 2020 theme of "Innovation in the Making".

Upon entering from Calle de Sevilla, the eye travels to the colourful silk collections that face the entrance, and then to a central lounge on the right-hand side that houses the jewellery, watches and fashion jewellery. The front of the store narrows like the bow of a boat and leads to the equestrian collections and leather goods salon, an intimate space in which customers can encounter much-loved styles and new collections. The surrounding windows offer a constant view of the outside world and let in abundant daylight that enhances the vibrant colour palette of the objects on display.

The lightness and transparency extend from the front to the back of the store where one archway leads into the men's and women's ready-to-wear, complete with a shoe salon and a selection of fashion accessories. Another archway leads to the home universe, perfumes and Hermès beauty métiers, where the debut collection of the latter — an expression of the house's elegance, spirit and imagination — is displayed. The back of the store, which fronts the lobby of an adjoining hotel, features a discreet second entrance.

An uplifting luminosity flows throughout, enhanced by the soaring white ceilings and fitted with the signature Grecques glass globe lighting; cream-coloured stone walls; and light-reflecting polished floors. Custom-made carpets cast in incandescent shades give structure and individuality to each universe. Cherrywood cabinetry, tempered by supple cognac-coloured leather coverings, adds a layer of warmth and depth that is enhanced by a flamboyant, sun-drenched palette of saffron, terracotta and deep orange, with shimmering accents of copper and bronze.

This new Hermès store offers local customers and new visitors an enhanced retail experience, with a unique, harmonious and warm environment. It binds the local and traditional, yet innovative and bustling essence of Madrid with the Parisian house's creativity and fine craftsmanship.

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)

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