

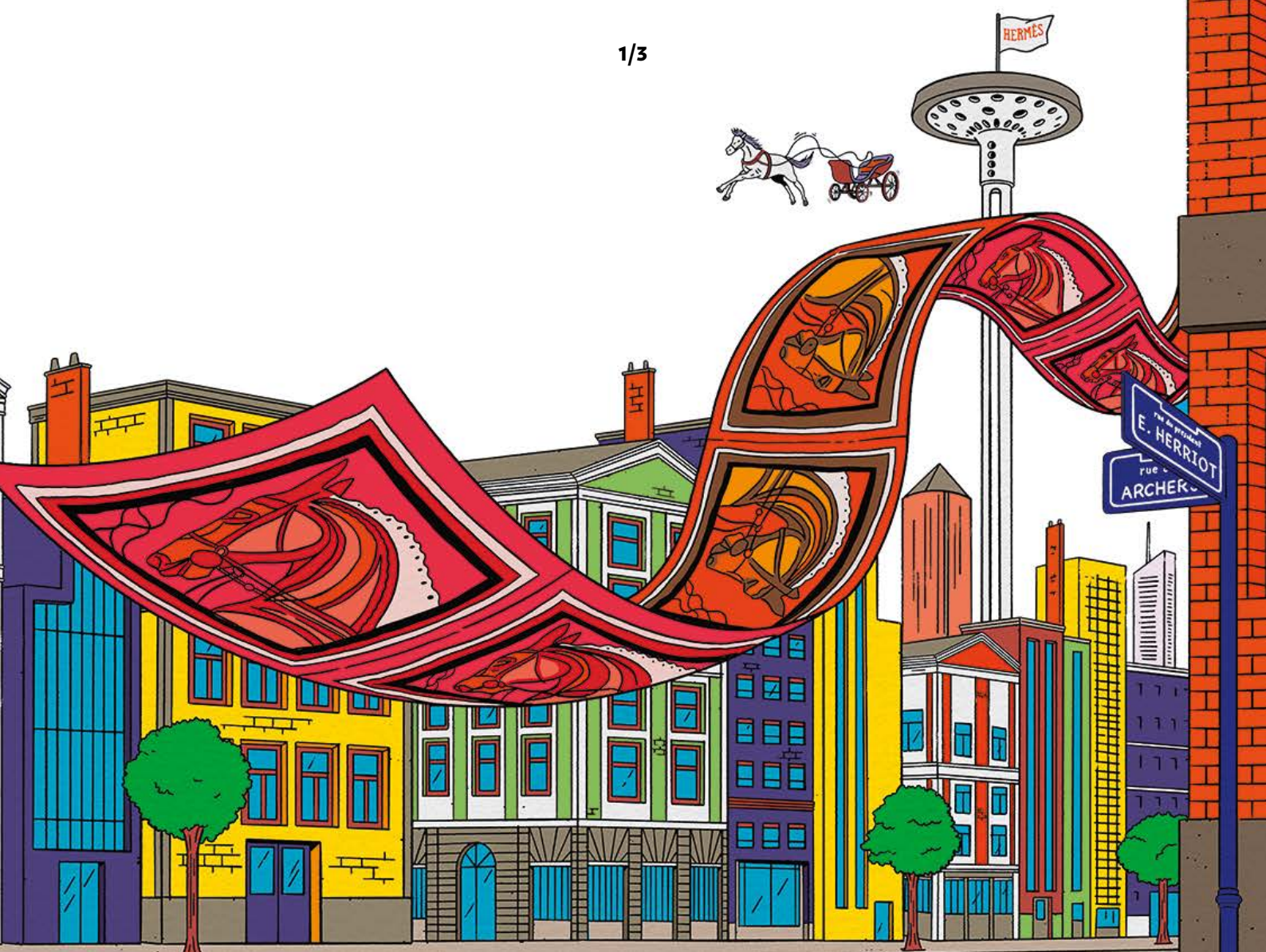
Paris, 25 February 2021

**HERMÈS OPENS ITS NEWLY RENOVATED AND  
EXPANDED STORE IN LYON, STRENGTHENING  
ITS LONG-STANDING TIES WITH THE CITY OF SILK**

**On 26 February 2021, Hermès reopens the doors  
of its store at 96 Rue du Président-Édouard-Herriot in Lyon, France.**

**The newly refurbished store demonstrates the vitality  
of the relationship between Hermès and the Lyon region and marks  
the start of a new story in the heart of the city's peninsula.**

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## HERMÈS IN LYON

Hermès arrived in Lyon in the 1950s and has been located on Rue du Président-Édouard-Herriot since 1987. Today, the transformed store occupies 313 m<sup>2</sup>, extending and unfurling around the corner into Rue des Archers. Like the house's other stores around the world, it combines the architectural codes characteristic of the original Faubourg Saint-Honoré store with the unique features of the place in which it is located. Here, the interior, designed by the Parisian architecture agency RDAI, pays tribute to the bond that Hermès has been proud to cultivate since 1948 with the silk district in Lyon, the cradle of the French textile industry whose expertise is world-renowned.

With over 860 employees in its Holding Textile Hermès division, the house masters every stage of textile know-how, from creation to production including weaving, engraving, printing, dyeing, finishing. Thanks to this integrated division deeply rooted in the Auvergne-Rhône-Alpes region, Hermès continues to develop the reach of its know-how and creativity to produce its collections of printed objects in silk, cotton and cashmere.

To symbolise this craftsmanship, an exclusive motif imagined by RDAI and developed in collaboration with editor and weaver of soft-furnishing fabrics *Métaphores\**, a contemporary interpretation of *brocatelle* – a fabric that is woven, unwoven and then re-woven using the traditional Jacquard technique – is reproduced in embossing or debossing on wall fabrics, woodwork and staff. These vast branch motifs, infinitely repeated in warm monochromes, create a route that leads the visitor through the store to discover the diversity of the house's collections.

At the entrance, the Parisian house's iconic ex-libris and a geometric floor mosaic entitled *Motif Faubourg* invite visitors to move from one universe to another with shifts in colour from shades of yellow to red. These subtle notes that complement the nuances of Burgundy stone are dedicated to each of Hermès' sixteen métiers. With twelve exterior arches, this new space has doubled its number of windows onto the city. The house's bold and colourful creations, including those inspired by the 2021 theme, "Hermès, An Odyssey", are showcased in a warm atmosphere, and underlined by the lighting set in decorative meanders, known as *Grecques*, specially designed for Hermès in 1925.

## AN IMMERSION IN THE WORLD OF HERMÈS

First, visitors discover the rich and colourful universe of fashion jewellery and women's silk, printed "*à la lyonnaise*" nearby in the Hermès workshops in Pierre-Bénite. The new Hermès Beauty métier finds its natural place alongside the perfumes, inviting local customers to discover the uniquely elegant shades of the *Rouge Hermès* lipstick collection.

The house's emblematic objects – bags, luggage and equestrian goods – crafted from the finest leathers, are presented at the heart of the store, alongside the men's universe deployed in a colour palette of tobacco, caramel and leather. Bathed in natural light flooding in through its glass roof, the women's ready-to-wear and shoe salon resembles a boudoir, bedecked in a delicate *brocatelle* motif fabric in powder pink.



To the right of the entrance, in the corner formed by the store's extension, the collections for the home – tableware, *art de vivre* and furniture – lead on to a vast space stretching out along Rue des Archers. This space, whose walls are adorned with vivid jacquard version of the *brocatelle* motif, houses the unique, timeless and graphic collections of watches and jewellery.

More than fifty objects from the Émile Hermès collection and the Hermès collection of contemporary photographs are on display in the store. Indienne florals, prints, oils on canvas and photographs pay tribute to the house's beloved horses and nature that provide boundless inspiration for its artisanal objects, and highlight the history of fabrics.

To mark the reopening of the store, Hermès has created an exclusive, limited-edition colourway of the *Jaguar Quetzal* silk scarf by British artist Alice Shirley, the profits from which will be donated to the charity *Espérance Banlieues*.

Hermès is delighted to invite its loyal customers and new visitors to enjoy a unique experience in a welcoming environment at the heart of the Lyon peninsula. This store brings together the innovation, creativity and exceptional know-how of the Parisian house that resonate with the unique history of the city, forged by textile creation.

\* Métaphores is a Holding Textile Hermès company

*The third season of Le "Monde d'Hermès" podcasts features a series of fictional episodes entitled "Penelope's Pursuits". Echoing the house's theme for 2021, "Hermès, An Odyssey", Hermès invites listeners to follow Penelope around the world to unearth the mysteries of the Parisian house. The first episode, A finely-spun tale, takes Penelope to the Lyon store and Hermès' Pierre-Bénite workshop, on the trail of an enigmatic scarf...*



AVAILABLE IN FRENCH AND ENGLISH FROM 25 FEBRUARY, AT [HERMES.COM](https://www.hermes.com)

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 30<sup>th</sup> June 2020

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

Hermès Lyon

96, rue du Président-Édouard-Herriot  
69002 Lyon, France

