

PRESS RELEASE

Sydney, 19th May 2021

HERMÈS TRANSFORMS ITS PRESENCE IN BRISBANE, AUSTRALIA, WITH A FULLY REDESIGNED INTERIOR DRAWING ON THE LIGHT OF THE CITY

Hermès is delighted to announce the reopening of its renovated and extended Brisbane store on Wednesday, 19th May 2021, in the heart of the dynamic and charismatic centre of the River City, where it has been present since 2010.

The exceptional natural environment that defines Brisbane, located in Queensland, the Sunshine State, has been embraced by Hermès and its location has inspired the interior design of this single-storey retail space. The store's façade, on the corner where Edward and Elizabeth Streets intersect, is painted in an off-white finish elegantly softening the store's exterior. Featuring two new large windows framed in bronzed lacquer, these allow the interior to be flooded with the bright natural light that the city is renowned for.

Upon entering, the visitor is greeted by the Hermès *ex-libris* - an iconic signature of the house, inspired by the Faubourg Saint-Honoré Parisian Flagship store - etched into the mosaic in cool water hues. The flooring continues into the rest of the space in a fresh, light-coloured terrazzo finish, evocative of the endless beaches and lush subtropical rain forests in the state of Queensland, which RDAI, the Parisian architecture agency, has echoed in multiple elements of the store. The palette of light colours expressed through a matte finish of bleached and sand-blasted wood on the display cabinets and panelling provide an elegant setting for Hermès objects. The Parisian house has used these innovative design textures for the first time in the Brisbane store.

Past the entrance, customers are taken on a discovery of Hermès craftsmanship and exceptional know-how: the vibrant colours of the women and men's silk collection, perfumes, and fashion jewellery. At the heart of the store is an open living room with an expanded area for the house's leather goods and equestrian universes. The leather offering includes a reinterpreted version of the iconic *Constance* bag created in 1967, the *Constance Marble Silk*. The bag's design is inspired by the *Orbis* Marble Silk scarf with a floral and vibrant print, combining two emblematic materials – silk and leather with traditional Japanese printing know-how.

As they delve deeper into the store, visitors are introduced to the collections for the home – *art de vivre* and tableware, presenting the new joyful and playful tea service *Hippomobile*.

A rich lustrous ceramic finished wall and rugs in the shade of the evergreen leaves of the native Eucalyptus tree creates an intimate atmosphere; perfect for the expanded women and men's ready-to-wear collections, a shoe salon for both women and men as well as dedicated spaces for jewellery and watches.

For the occasion of the store opening, a carved wooden silver leafed Pegasus and a Unicorn created by Sydney-based sculptor Gustavo Balboa will appear in the windows to welcome guests and onlookers.

A sub-tropical softness has entered the world of Hermès. The newly reopened Brisbane store offers a rich interpretation of Hermès know-how and delights existing clients and new visitors alike as they explore Hermès' freedom of creation through its beautiful, crafted objects.

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 51 workshops and production sites and to developing its network of 306 stores in 45 countries. The group employs more than 16,600 people worldwide, including nearly 10,400 in France, among whom nearly 5,600 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 31st December 2020

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