



Press Release

Paris, 8th July 2021

HERMÈS REOPENS ITS MILAN FLAGSHIP STORE

An enhanced space where
the unique Milanese style meets the spirit
of 24 Faubourg Saint-Honoré

The Hermès store on via Montenapoleone reopens its doors on 9th July 2021, starting a new chapter in the history that has linked Italy to the French house since 1987. An unchanged address which transforms its shape today, the space has doubled in size, reaching 950m² with two additional floors to host the full range of Hermès métiers.

Hermès has impressed the essence of its historic building into the Milan store. A subtle harmony joins the house's identity to the city; a joyful dialogue where Parisian inspirations are fused with the uniqueness of Milanese architecture. Façades and interiors, interpreted by volumes, colours and materials, celebrate the surrounding area.

The journey begins right from the entrance, where the Hermès ex-libris welcomes visitors with its renowned inlay. Clients are first drawn to a space dedicated to the house's colourful women's silk collections, adjoined by fashion jewellery. Men's silk appears past the stairs, while a small courtyard is dedicated to Beauty and perfumes under the lights of a kaleidoscopic window. Further on this floor is an area dedicated to the equestrian universe, which caters for both horses and riders. Throughout this level, the floor is coloured in a bright Venetian-style mix of terrazzo and ceramic tiles inspired by the designs of the Faubourg Saint-Honoré store, drawing a perfect harmony between the historic Hermès flagship store and Milan's *Quadrilatero della Moda* fashion district. The store also finds its leitmotif in the shape of the arch, soft and slender in its lines, taking visitors on a journey through the other store's universes. During their discovery, they

can admire the curved lines of the staircase which also evokes the stairways of the historic Parisian store, here lined in pink marble with bronze railings and a leather handrail.

The stairs lead to the first floor where the leather goods collections are displayed. Men's ready-to-wear and accessories are unveiled under a glowing vaulted ceiling in addition to a dressing room and a VIP room. The area between these two universes houses a new section dedicated to bespoke Hermès projects. Proceeding to the second floor, an expansive space presents the whole array of the collections for the home for the first time under the same address, which includes the *art de vivre*, furniture, and tableware. Further along is showcased the women's universe with ready-to-wear and shoe collections, as well as watches, jewellery and a new area dedicated to repairs.

The clients' journey continues to the third floor, an area where Hermès know-how can be experienced to its fullest. Next to the atelier that houses an expert leather artisan and a tailoring room is a private space designed as a special sitting room where wood panelling and mahogany furniture welcome customers with a homely feel.

Original objects, paintings, and sculptures have been especially selected for the store's decor, immersing visitors in an eclectic, artistic atmosphere. The ground floor bookcase houses, for instance, a miniature of the Faubourg Saint-Honoré store created in wood by Italian artist Michele De Lucchi, while an original model of French artist Nathalie Du Pasquier's *Beta* scarf is displayed on this same floor.

For the occasion, a limited-edition collection will be offered solely in the Montenapoleone store, including a silk twill scarf, a *Constance* bag, a skateboard and longboard all featuring the *Faubourg Tropical* pattern, as well as leather *Gris-gris* in the shape of cocktail glasses as an homage to the Milanese tradition of *aperitivo*.

To celebrate this reopening, a bespoke window display has been created by Italian designer Luca Nichetto which interprets the Hermès 2021 theme – “An Odyssey” – through an installation entitled “Mythological Renaissance,” depicting four mythological tales revisited in a surreal tone.

The design of the store is an achievement resulting from the work of the Parisian architecture agency RDAI, which interprets Hermès' know-how and harmonises it with the spirit of the location. By plunging into the archetypes of Milan's culture – the capital of design – the new via Montenapoleone store is a place where Italian materials and designs were thoughtfully selected. Hermès' strengthened presence in Milan underlines the link that binds the Parisian house to its Milanese clients, based on a common interest in well-made objects designed to last, and a shared passion for craftsmanship and know-how.

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 more than 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

Hermès Milan
via Montenapoleone, 12
20121 Milan
+39 02 7600 3495

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