

PRESS RELEASE  
PARIS, 13 SEPTEMBER 2021



**PETIT H:  
RE-  
CREATION  
COMES BACK ON  
SEPTEMBER 13  
TO THE  
EXTENDED  
HERMÈS  
STORE ON RUE DE  
SÈVRES IN PARIS**

# ON 13 SEPTEMBER 2021, PETIT H IS MOVING INTO A SPACE ADJOINING THE HERMÈS STORE IN RUE DE SÈVRES, PARIS, WHICH ITSELF REOPENED IN MARCH. THIS SPACE HAS BEEN DESIGNED IN THE SPIRIT OF THE MÉTIER FOUNDED IN 2010, TO CREATE A PLAYFUL DIALOGUE AROUND SUSTAINABILITY AND REINVENTION, OBJECT CREATION AND THE REUSE OF MATERIALS.

Under the artistic direction of Godefroy de Virieu, creation at petit h takes place in reverse, because work here does not start with a preconceived idea or grand design, but with materials for which other Hermès métiers have no further use – such as leather, silk, crystal and porcelain – and with which artisans, artists and designers improvise by combining, assembling and adjusting them in a thousand and one ways. The petit h workshop gives life and meaning to unique and hybrid objects whose aesthetics and function are faithful to Hermès' creative spirit, high-quality materials and exceptional know-how. Its creations are as surprising as they are fun.

Now, petit h brings its light-heartedness, mischief and extensive know-how to a dedicated space with its own entrance and window display next door to the Hermès store. Designed by RDAI, it features sparkling terrazzo flooring inspired by a petit h creation, whose marble is dotted with pieces of brass from the leather goods métier.

Echoing the flair and ingenuity of petit h creations, the store resembles a stage set whose elements can be folded in any number of ways thanks to their modular design.

The whitewashed walls feature magnetic panels in polished metal onto which different objects are attached each season. The cork furniture takes the form of a set of different-sized cubes that can be stacked and moved around to tell a variety of stories. They feature drawers with handles in bridle leather found in the petit h treasure trove of materials, expressing the notion of repurposing that lies at the heart of this métier.

Four times a year, the display will be changed to tell another story of re-creation. Earthenware is the material being showcased for the store opening. For this occasion, the objects created in collaboration with the potters from the Ravel workshops in the south of France include an earthenware jar whose leather handle comes from a *Kelly* bag. Other particularly innovative creations include leather bowls made without stitching but moulded in the studio like pottery. For Godefroy de Virieu, "these two worlds of fundamental and symbolic origins come together in these temporary collections, showcasing the ancestral know-how so beloved by the house and highlighting both the simplicity and technical skills demonstrated by the artisans".

In its new store, petit h thus offers a unique experience around reinvention and respect for materials, meticulous craftsmanship and the offbeat exploratory approach that suffuses the original creations of a unique métier. Over the seasons and according to inspiration, the store will host workshops where visitors can discover the infinite possibilities of "re-creation".

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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 more than 300 stores in 45 countries.

The group employs almost 17,000 people worldwide, including nearly 10,600 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 30 June 2021

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**Hermès**  
17, rue de Sèvres  
75006 Paris

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