

HERMÈS *Fit*

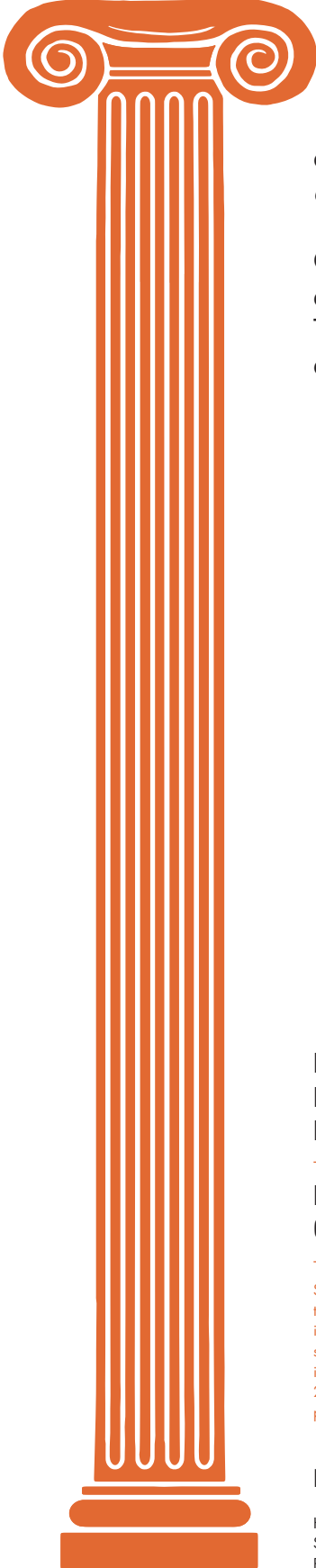
PRESS RELEASE

Paris, 27th October 2021

ON YOUR MARKS, GET SET, ACCESSORISE!

From 1st to 5th December 2021, Hermès invites the public to the École des Beaux-Arts in Paris for an active experience that is all about accessories. In a gym with an unusual style, the interactive and playful world of Hermès-Fit introduces visitors to the house's accessories, while allowing them to try a variety of activities including *Carré Yoga*, *Stretch'Ceinture*, *Haltéro'Chaussure* and *Chapeau Balance*. Alongside studios dedicated to classes, the venue offers an *haltérofolie* weights rack with barbells and kettlebells, a callisthenics space to square up to exercise, a boxing ring, a climbing wall in vibrant colours, and a myriad of other surprises.

After being welcomed by a team of sport coaches into a bright orange interior, visitors can leave their personal belongings in the locker room before choosing an accessory (silk scarves, shoes, bracelets, belts, etc.) and joining an activity of their choice. While equipped with a silk scarf, they will find serenity through the poses adopted in a *Carré Yoga* session. Hermès shoes replace traditional weights and dumbbells for *Haltéro'Chaussure*, the ideal exercise for building participants' muscles while keeping their feet on the ground. The *Box'n Bracelet* class tones their arms as they jangle their fashion jewellery, while the *Stretch'Ceinture* encourages them to give it their all while stretching with a belt. *Chapeau Balance* offers guests a fun opportunity to work on their balance without losing their head! Finally, *Athlé'Cuir* exercises help to increase strength and flexibility by using objects from small leather goods.



Also featuring on the programme: in the centre of the interior, next to the punch bags in silk scarf motifs, the HermèsFit ring is transformed into a stage for acrobatic performances and live concerts. Visitors are also invited to strike a sporting pose in a photo booth or grab an energising drink at the juice bar. Lastly, the *Minutes folles*, *Combats de pouces* and *Rollers dancing* events will animate the #HERMESFIT days!

Open to the public, HermèsFit marks the beginning of a series of fun and convivial events, with stopovers scheduled in locations all around the world (Chengdu, Tokyo, New York, Taiwan, Shanghai, etc.). This unique event plays on the joy of exercise thanks to the house's emblematic accessories.

HERMÈSFIT – 1ST TO 5TH DECEMBER 2021

BEAUX-ARTS DE PARIS – 14, RUE BONAPARTE PARIS 6^E, FRANCE

FREE OF CHARGE, BOOKINGS OPEN FROM 15TH NOVEMBER

hermes.com/hermesfit

DAILY FROM 10 AM TO 8 PM

OPEN UNTIL 10 PM ON THURSDAY, FRIDAY AND SATURDAY

#HERMESFIT

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

hermes.com

Hermès International – 24, rue du Faubourg Saint-Honoré, 75008 Paris
Société en commandite par actions (partnership limited by shares) with share capital of €53,840,400.12
Paris Trade and Company Register no.572076396