

PRESS RELEASE

Paris, 10th November 2021

HERMÈS REOPENS ITS STORE IN THE THRIVING METROPOLIS OF SUZHOU, AFTER A MAJOR EXPANSION AND RENOVATION

On 12th November 2021, Hermès is delighted to announce the renovation and extension of its Suzhou store, a new home for the house in the city. For the project, Hermès takes inspiration from Suzhou's unique beauty and architectural character, with its historic, canal-side old town. The location in the Suzhou Matro Shopping Mall, first opened in 2010, marks a renewed expression of heritage and modernity, time-honoured craftsmanship and contemporary innovation.

All aspects of the renovation have been conceived and executed in collaboration with Parisian architecture agency RDAI. A symbol of the transformation that awaits guests inside, the façade of the store has been completely reimagined with brick tiles. Arranged in a pattern that reveals their alternating textures, these deep brown tiles harmoniously reflect the lights of the dynamic city, and the atmosphere of the store's exterior changes with the environment surrounding it.

Inside, each of the house's sixteen métiers are ready to be discovered, from perfumes and beauty to leather goods and collections for the home. The primary materials and colour palette of the store pay tribute to the architecture and poetic nature of Suzhou; the rich, time-worn red cherry-wood and white stucco of the old houses that line the canals, the blue-green hues of its ancient waterways. The main interior entrance, and the tiled mosaic floor in the Faubourg pattern also reflect these colours: transitioning from deep green to bright red. Throughout, locally-woven carpets similarly echo this gradient, while the terrazzo floors recall the rippling surface of the water.

Alongside the iconic motifs found in Hermès stores around the world – the emblematic ex-libris, the distinctive Grecques lights, the vibrant display of printed silk that greets guests at one entrance – the store also expresses a new and unique interior concept. On the main floors, smaller rooms have been created, marked out invitingly by their monochromatic and richly coloured walls, ceilings and floors, all sharing a single hue. The walls of the leather area are lacquered with a glossy celadon, while the perfume and beauty area is painted in a bright, bold red. Meanwhile, the panels that make up the jewellery and watches space are cloaked in a rich gold and blue velvet.

Connecting the original floor with the new level above is the staircase, the store's most impressive architectural feature. Lit by the soft glow of a light cove, it rises to a total height of five metres. Alongside it, collections for the home are displayed as if in a residence or private library, and these curiosities can be explored on the ascent to the second level. Upstairs are further 'rooms' to explore, where guests can experience bespoke service, while a section of the women's shoes area can become a private, refined VIP suite, at the closing of a curtain.

Throughout the store, customers will discover artwork that have been selected to bring the space warmly to life. A mixture of classic and contemporary works, they are comprised of pieces from the Émile Hermès Collection as well as original pieces from the Hermès Drawings and Graphic Design Studio.

In its new iteration, the Hermès Suzhou store is an elegant and harmonious encounter between past and present, a dialogue between tradition and innovation, and an affirmation of the house's commitment to this singular and continuously evolving Chinese city.

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 30th June 2021

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