

PRESS RELEASE

Paris, 12 November 2021

HERMÈS REOPENS ITS STORE IN LUXEMBOURG WITH A DYNAMIC AND CONTEMPORARY NEW DESIGN

On 12 November 2021, Hermès is delighted to reopen the doors of its home in Luxembourg, a well-known destination located in the heart of the city. The Hermès store of 13 rue Philippe II, which opened in 2005, has been reimagined with a new layout and an inviting, luminous interior that complements the contemporary vision of the house. Bespoke, artisanal touches highlight this locale's unique identity and its cherished history with Hermès.

The store's new design is established with the façade, where elegant copper-framed windows and a wider doorway encourage an abundance of natural light to fill the store. The exterior's ochre-finished limestone walls, a reference to the historic fortified architecture of the city, complement the pale-hued, polished stucco walls and limestone design features of the interior. As clients enter into the intimate space, an open-plan layout provides a roaming view of the collections on display, starting with vibrant silks, fashion jewellery, perfumes, and the collections for the home, which are framed by an alcove of panelled wood. The store design, developed by the Parisian architecture agency RDAI, seamlessly highlights the iconic architectural vocabulary of the house: the Hermès' ex-libris underfoot, the *Grecques* moulded glass lighting overhead and the resplendent mosaic flooring, all echoing the Parisian flagship store of 24 Faubourg Saint-Honoré. Specific to this site is a unique mosaic, designed in a richly colourful and arresting motif that resembles a textile-like weave in homage to the region's ties with the art of tapestry.

To the left, a striking staircase carved from limestone serves as a link between the façade and the interior. The staircase leads up to the first floor, which houses the leather goods universe and men's ready-to-wear collection on one side, and the women's ready-to-wear and shoes, as well as a dedicated lounge for jewellery and watches on the other side. Here, open wooden display cabinets line the walls and convey an atmosphere of conviviality and intimacy reminiscent of a private residence.

In the tradition of establishing a distinct identity for each Hermès store, a selection of regional artisans was invited to create site-specific works. There is a lustrous, translucent tapestry that hangs above the open stairwell, and two gradient-coloured rugs that frame the leather and ready-to-wear spaces, cast in a palette that recalls the sunlit watercolour landscapes. A hand-picked curation of original objects, paintings, and sculptures also furnishes the store decor, further emphasising its unique identity and atmosphere. Of particular note is the equine-themed canvas hanging in the stairwell, a commissioned work by French contemporary artist Jean-Louis Sauvat.

To celebrate the reopening of this address, a vivid life artwork has been created by the local artistic duo Martine Feipel and Jean Bechameil. Inspired by the 2021 theme for “Hermès, An Odyssey”, the pair has created a series of graphically colourful artworks that light up the windows and the façade, evoking a joyful and spirited mood, as fits the occasion.

Hermès is thrilled to welcome back loyal clients and new visitors to the Luxembourg store to discover and enjoy the harmony between heritage, know-how and a contemporary creative spirit.

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

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Hermès Luxembourg
13 rue Philippe II
L-2340 Luxembourg
Monday 11 am – 6 pm
Tuesday to Saturday 9.30 am – 6 pm