

PRESS RELEASE

Paris, 14th January 2022

HERMÈS REOPENS ITS STORE IN PACIFIC PLACE MALL, REVEALING A UNIQUE, SPACIOUS DESIGN AND REAFFIRMING ITS HISTORY WITH HONG KONG

On 15th January 2022, Hermès is delighted to reopen the doors of the newly renovated store in Pacific Place mall, Hong Kong, a cherished location for the house since it opened in 1991. Spanning 325m², the new, contemporary vision for this store portrays the unique dynamic between Hong Kong's urban landscape and its verdant natural surroundings. Awash with light and recast in a warm, welcoming colour palette, the new store boasts a spacious layout where one can discover the sixteen métiers of the house and the spirit of savoir-faire and innovation at the heart of Hermès.

Transformed by the Parisian architecture agency RDAI, the floorplan is guided by the curved forms of the space and follows a fluid, open layout that encourages the eye to travel from one side of the store to the other. Dedicated men and women's universes are placed at opposite ends of the store, while the silk collections, fashion accessories, equestrian, and perfume and beauty métiers flow out from the central store entrance. Bespoke geometric frames and cabinets display a selection of colourful objects, which add a sense of rhythm to the customer's journey. In each area, leather sofas and armchairs accentuate the inviting atmosphere, and the overall feeling of intimacy and discovery is enhanced by three distinctly designed alcoves that house the watches and jewellery, leather goods, and collections for the home.

Unique cultural references are instilled in bespoke design features of both the interior and exterior. The impactful metal façade, inspired by optical art and crafted from overlapping graphic motifs of a Hermès print and an abstract jungle landscape, appears to vibrate as customers pass by. Additional windows enhance transparency and showcase the store's vivid collections, as well as commissioned artworks. For the store's reopening, a whimsical and wildly colourful work by Finnish illustrator Kustaa Saksi animates the storefront.

Inside the store, artisanal details sit in harmony with the architectural codes of the house, including the signature ex-libris, the bespoke hand-laid mosaic at the entrance, and the light-reflecting terrazzo floors. In the shoe salon, the hand-woven bamboo walls present a computer-generated motif that references both the modern city and its strong ties to traditional craft. Bespoke carpets reveal a constellation of spots that evoke the winking lights of a city at night, while the home universe area, which doubles as a VIP space, features walls upholstered in a lush, botanical-inspired fabric.

A unified palette of honey hues, ranging from sun-drenched yellow to light caramel, creates a warm and welcoming ambience. To finesse each area with a personalised touch, a selection of contemporary photography and illustrations, as well as artwork from the Emile Hermès Collection, graces the walls.

The newly refurbished Hermès Pacific Place store offers local customers and new visitors a warm and spacious experience, set in an inviting environment, that combines the uniqueness of the city with the Parisian house's creativity and fine craftsmanship.

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

hermes.com

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Hermès Pacific Place
Shop 354, Level L3, The Mall
Pacific Place, 88 Queensway
Admiralty, Hong Kong