



PRESS RELEASE

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HERMÈS OPENS A NEW, EXPANDED STORE AT THE SOUTH COAST PLAZA SHOPPING CENTER, A FURTHER EXPRESSION OF ITS COMMITMENT TO SOUTHERN CALIFORNIA

On Friday, March 4, 2022, Hermès opens a new store in the South Coast Plaza shopping center in Costa Mesa, CA. Located in the largest shopping center on the West Coast, the store replaces a previous Hermès space with a more expansive interior of 7,100 square feet, designed to reflect Southern California's coastal ambience and showcase a more complete vision of Hermès' collections.

"2022 marks our 25th year in South Coast Plaza and we cannot think of a better way to celebrate this moment than by moving into a new home," Robert B. Chavez, Hermès USA President and CEO, states, "A significantly larger space will allow us to expand our offering of hand-crafted objects, as well as enhance our services and comfort to all our clients."

The space merges the contrast and complement of Costa Mesa's landscape, the colors and textures of the sea, sand, sky and mountains, with Hermès' French spirit. Designed by the Parisian architecture agency RDAI, the store echoes the elements of the Southern California atmosphere with organic curved structures, soft gradients of earth tones and natural materials.

Customers can enter the store through three different entrances. The main exterior entrance features a mural of gradient clay and terracotta tones that connect to the store's interior palette. Inside the shopping center, customers enter through an undulating glass façade framed in terracotta with wood claustra partitions that create an effect of light and shadows within the store. Across the threshold, the terrazzo floor is made from mother of pearl and red marble with a stone mosaic crafted in the iconic Hermès Faubourg pattern leading into the U-shaped store.

Upon arrival, the colorful silk collection greets customers with Hermès' signature scarves floating on wooden grids. Straight ahead is the leather salon. An intimate women's jewelry space, on the right, connects to a VIP area enhanced by a carpet inspired by visions of a misty sunset walk on the beach and walls covered in silver larch wood marquetry. Ties are ahead of a large shoe salon and ready-to-wear spaces for women and men. Throughout the store, texture is created from beaten sand walls to capture an earthen palette.

Following the store's U-shape past the home and equestrian collections is a bar where guests can pause during their discovery of the space, infused with a warm, welcoming ambience. It leads to the perfume and beauty collections, defined by rich terracotta ceramic walls, terrazzo flooring and the store's third entrance.

With each new store, the house seeks to evolve the conversation between local nuance and Hermès' French heritage and enduring know-how. The space includes a private salon dedicated to aftersales and repairs. Throughout the South Coast Plaza store, artwork, including pieces by Filipe Jardim, Suzel Caspard and Marion Dubier Clark, enhances the space's connection to marine motifs and Hermès' vernacular.

The South Coast Plaza store celebrates the allure of the region's unmistakable California landscape with ambience intended to welcome and engage new visitors and Hermès clients. The space unites the history of French craftsmanship and know-how with a contemporary expression of West Coast naturalism.

Since 1837, Hermès has remained faithful to its artisan model and its humanist values. The freedom to create, the spirit of innovation, 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 which encompasses 16 métiers, Hermès is dedicated to keeping the majority of its production in France through its 52 workshops and production sites and to developing its network more than 300 stores in 45 countries. The group employs almost 17,600 people worldwide, including nearly 11,000 in France, among whom more than 6,000 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 31 December 2021

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