

## PRESS RELEASE

Paris, 30<sup>th</sup> March 2022

### HERMÈS UNVEILS ITS FIRST STORE IN ZHENGZHOU, IN TUNE WITH THE DYNAMIC AND CULTURAL CITY

On 30<sup>th</sup> March 2022, Hermès is delighted to open the doors of its new store in the David Plaza in Zhengzhou, the first for the house in the Henan province, a dynamic region with a rich cultural lineage tracing back to the Yellow Emperor. The spacious new store, designed by the Parisian architecture agency RDAI, offers a contemporary expression of the house's architectural codes in dialogue with the city's renowned legacy of art and crafts. Close proximity to talented craftsmen and different noble materials offer this address a singular identity in which to discover the sixteen métiers of the Parisian house.

Located on the ground floor of the mall, the store features an expansive, street-facing glass facade that is animated by dynamic window displays and offers glimpses of the store and collections within. Above, a vast wall of stonework features an undulating 3D motif inspired by traditional Chinese craftsmanship. Crafted from metallic glazed ceramic bricks, the pattern evokes a graphic vibration, an effect that is echoed in the monochromatic stonework on the storefront inside the mall.

From both entrances of the store inside the mall, the architectural codes of Hermès are immediately apparent: the ex-libris underfoot, the iconic "Grecques" globe lighting overhead, as well as the bespoke mosaic flooring in bright yellow marble on one side and jade green marble on the other. The hand-assembled stonework inlaid into terrazzo is an abstract reimagining of the emblematic Faubourg pattern.

Entering from the main entrance, visitors discover a vivid display of coloured silks floating in graphic frames, hemmed by the fashion accessories on one side and a full expression of the perfume and beauty métiers on the other. From here, the layout of the store follows a sequence of salons in the style of an enfilade residence. Travelling through the leather goods métier, to the home, jewellery and watches collections, and finally, arriving in an ample space that houses the men and women's universes. A second store entrance leads directly to the collections for the home; a space discreetly separated from the jewellery and watches area, which is distinctly fitted out with panelled walls in hushed neutral fabrics, creating a feeling of both seclusion and serenity.

Luminosity plays a significant role in the artistic vision, enhancing the sense of discovery. Brightly lit spaces transition to darker, more intimate niches that are cloistered by hand-carved wooden partitions or enveloped entirely in walnut panelling, as for the leather goods métier. Undulating ceilings feature sculptural lines to further delineate each space, and a series of impressive monolithic carved marble arches add rhythm to the visitor's path. The colour palette dances about from luminous gold and yellow to deep jade green, grounded by the darker tones of the polished walnut countertops and cabinetry. Mineral tones transition from deep oxidised green in the women's universe to metallic silver in the men's universe. Bespoke furnishings highlight the know-how of local craftsmen, such as the panels of silk wallpaper with accents of precious metal and the luminous hand-woven carpets underfoot.

A carefully curated selection of artwork follows the store's colours, highlighting the design and seamlessly fusing the past with the present. Among this selection, vibrant reproductions of

contemporary carré prints, alongside works from the Émile Hermès collection that incarnate the Parisian house's equestrian roots and its long-standing artistic spirit.

The new store offers local customers and new visitors an utterly bespoke retail experience, binding the cultural essence of the region with the Parisian house's creativity and fine craftsmanship. Hermès is pleased to invite its faithful customers and new visitors to continue the journey of Hermès in Zhengzhou.

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

**hermes.com**

2/2

**Hermès Zhengzhou David Plaza Store**  
1F, David Plaza  
No.188 Erqi Road  
Jingshui District  
Zhengzhou, China