



PRESS RELEASE

Paris, April 29, 2022

HERMÈS CONTINUES ITS JOURNEY IN TEXAS WITH A FIRST STORE IN THE STATE'S CAPITAL

On April 30, Hermès will open a new store in Austin, Texas, located on South Congress Avenue in an eclectic and creative area close to downtown Austin. Among one of the fastest growing cities in the U.S., Austin is home to live music and tech festivals that draw an international audience year-round. This new address is an expression of the Parisian house's heritage fused with the city's distinctive country, blues and rock music scene and Southwestern American spirit.

"We are excited to join the local community with our new South Congress Avenue boutique, which will become our third store in the state," Robert B. Chavez, Hermès USA President and CEO, states. "We look forward to introducing the beauty and quality of our artisan-made collections to Austinites, who appreciate creativity, culture and individuality."

An idiosyncratic blend of the Texas desert landscape and Austin's urban street vocabulary of skate and music culture, the store is defined by minimalistic and natural elements designed by the Parisian architecture agency RDAI. A façade of simple mineral terrazzo and expansive windows overlooking South Congress Avenue invite visitors into the space. Upon entering, customers are greeted by the fashion jewelry and men's silk collections, anchored by a mosaic carpet in shades of cactus and sand. The architectural core of the two-story boutique is a warm gray terrazzo ramp with amber accents, inspired by skate parks.

Framed by a metal grid displaying the colorful women's silk collections on one side and a library of metal shelves on the other, the ramp connects the first floor's perfume, beauty, jewelry and watch collections to the upper level. There, the equestrian and leather goods and the collections for the home lead to the ready-to-wear, the accessories, and a large shoe salon. Throughout the store, the naturalistic textures of raffia walls and oak panels complement the graphic design of dune-colored carpets.

With a subtle combination of Austin's Southwestern urbanism and the house's French savoir-faire, the new Hermès boutique seeks to engage visitors with an emphasis on the duality between the classic and the contemporary. Among the artwork selected for the store are two pieces from the Hermès collection of contemporary photographs by American artist Terri Weifenbach and reproductions of the *Appaloosa des Steppes* scarf design by Alice Shirley.

With each new address, the Parisian house further develops the conversation between the local culture and Hermès' long-lasting know-how. During the construction of this new store, Hermès invited two Austin-based artists, Sophie Roach and Laura Lit, to create joyous and colorful designs that animated the storefront consecutively. Welcoming existing customers and new guests, today the Austin boutique celebrates the multifaceted dynamism of the city's distinctive atmosphere through the lens of French craftsmanship.

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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