

PRESS RELEASE

Paris, 30th May 2022

HERMÈS UNVEILS ITS NEW STORE IN DOHA, WITH A DISTINCT DESIGN AND ARTISANAL DETAILS CELEBRATING THE REGION'S HISTORY AND HERITAGE

Hermès is thrilled to announce the opening of the new Doha store, located in the Qatari capital's new shopping destination, Place Vendôme. Set between desert and sea, the spacious new store of over 600 square metres draws upon the region's unique topography and historical landmarks, offering a vivid exploration of noble materials and craftsmanship in a contemporary expression of the Hermès architectural vocabulary. In a vast and majestic surrounding, the store promises a singular experience to discover the sixteen métiers of the house.

The store, designed by the Parisian architecture agency RDAI, benefits from an abundance of natural light flowing through double-height windows lining the exterior walls. The luminosity and airiness are enhanced by the lustre of marble and stone in cream and white, punctuated with shades of amber and earthy tones.

Unique textured details reveal the gesture of the artisan's hand and further highlight the singularity of this new address. Sculptural undulating lines on the ceiling evoke the sand dunes in the nearby inland sea of Khor Al Udaid. Each space is delineated by unique hand-laid inserts in the terrazzo – inspired by the rock carvings of Al Jassasiya – either marble, mother of pearl, or pearlescent seashells of various scales.

Located on the ground floor of the mall's south side, the store façade, distinct for its hand-hewn travertine walls, recalls the wind-carved limestone rock formations at Ras Abrouq in the Northwest of the country. The graphic surface stretches between the glass windows that display the latest Hermès collections. From here, visitors enter through double glass doors into an ample space housing the women's silk universe and the fashion jewellery. The architectural codes of the Parisian house are immediately apparent: the marble mosaic emblematic of the Faubourg pattern, the symmetry of the Grecques moulded lighting overhead, and the ex-libris underfoot. To the right, a small alcove for the perfume and beauty métiers is furnished in neutral hues, and warm touches.

The area dedicated to the silk collections serves as an axis to the rest of the store that unfolds in three directions. To the left, the watch and jewellery métiers are laid out as two successive intimate salons and enveloped in leather panelling in a warm shade of cognac. Past the equestrian and men's silk collections, the men's universe houses both the ready-to-wear and accessories. Awash in darker tones and green mineral shades, the walls are decorated with a lush foliage relief – meticulously hand-painted to enhance the depth of colour and form.

To the right of the entrance, a succession of rooms extends through the leather goods métier, past the collections for the home, to arrive in the women's universe. The latter is furnished in amber and honeyed hues, with hand-painted embossed wallpaper bearing palm-frond motifs. Colourful made-to-measure carpets of superimposed geometric forms enhance the structure and individuality of each space, while lounges and inviting furniture encourage guests to feel at home. Elegantly clad VIP salons are attached to each universe for bespoke service.

From the maison universe, steps lead down to a private garden, an oasis in the city populated by lush green, local flora. Emerging from the bushes, a life-size sculpture of a blue horse by French artist Assan Smati, catches the eye. Inside, other unique artwork complement a selection of pieces from the Emile Hermès Collection and contribute to the store's character. These include impressive earthenware vases by artist Julian Stair, a winged horse by sculptor Christian Renonciat, and emblematic, repurposed works created by the late Tunisian designer Leïla Menchari for the windows of the 24 Faubourg Saint Honoré store in Paris.

To celebrate the store's opening, the windows come to life with a commissioned work by American artist duo, CHIAOZZA, Adam Frezza and Terri Chiao, who have imagined 'In the Tall Grass', a painted sculptural surrealistic jungle. The store also offers a selection of exclusive objects, such as a made-to-measure foosball table and a unique soccer ball, cast in Rouge H and Craie Swift leathers.

The new Hermès Doha store invites visitors to a discovery of its sixteen métiers and to enjoy a welcoming and contemporary environment binding the cultural essence of Doha 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 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](https://www.hermes.com)

2/2

Hermès Place Vendôme
Faubourg – Gate 5
Doha, Qatar
Tel. +974 4 445 8555