

PRESS RELEASE

Paris, 22nd July 2022

HERMÈS IS DELIGHTED TO OPEN ITS TRANSFORMED AND EXPANDED GREENBELT MALL STORE IN MANILA, REAFFIRMING ITS RELATIONSHIP OF OVER A DECADE WITH THE PHILIPPINES

The Hermès Greenbelt Mall store in Manila, which has almost doubled in size, offers a luminous and inviting atmosphere in which to discover the sixteen *métiers* of the Parisian house, including the beauty universe for the first time. The new design is unique in its exploration of natural materials, and the uplifting sun-drenched colour palette is in harmony with the architectural codes of the house.

This renovation, imagined by the Parisian architecture agency RDAI, allowed the façade on Makati Avenue to be lengthened and repainted in a warm terracotta tone and to stand out thanks to its minimal, graphic form. In contrast, the two main store entrances are defined by the monochromatic hues of the anthracite grey metal panelling and dark stone steps.

From the main entrance, guests enter the perfume and beauty universe, distinctly framed by sun-hued stucco walls that complement the warm and earthy palette – from yellow ochre to clay and coffee shades, cherrywood frames and cabinetry enhance the welcoming wash of these tones. An animated display at the second entrance opens into the women's silk universe to the right and surrounds the ready-to-wear collections and shoes. Beyond is the leather goods *métier* and an alcove for watches and jewellery; enclosed by engraved cherrywood panels, it creates a sense of intimacy for the precious designs. Made-to-measure carpets, wooden frames and screens are employed to delineate each space and add a distinct rhythm and sense of discovery throughout the store.

Both entrances are marked by the emblematic Faubourg Saint-Honoré mosaic floors underfoot, and the Grecques globe lighting overhead. From the beauty *métier*, the visitors move from the display of fashion jewellery to the spacious men's universe, where they will appreciate a selection of leather goods.

The main staircase is framed by bamboo panels and takes customers to the first floor, where the collections for the home, including furniture and *art de vivre* are showcased. Here, clients can discover bespoke objects, such as the Hermès bicycle and leather Mah-jong set, which highlight the virtuosity of craft at Hermès.

To accentuate the store's personality, a selection of curated artwork sits in conversation with the design. Seamlessly fusing the past with the present, vividly coloured contemporary works and *carré* prints sit alongside works from the Émile Hermès collection, incarnating the Parisian house's equestrian roots and its long-standing artistic spirit.

The refurbished and expanded Hermès Manila store offers local customers and new visitors an enhanced, bespoke retail experience highlighting Hermès 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

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