

# PRESS RELEASE

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## HERMÈS MOVES AROUND THE BLOCK WITH A NEW MAISON AT 706 MADISON AVENUE, PROUDLY REAFFIRMING ITS LONG-RUNNING LOVE FOR NEW YORK CITY AND OFFERING AN INNOVATIVE AND WELCOMING RETAIL EXPERIENCE

Hermès opens its new flagship store at 706 Madison Avenue on the Upper East Side. With this new milestone, the house pursues its long-term development strategy based on its sustainable and artisanal model. The 20,250 square-foot store is a union of New York dynamism and Parisian elegance and is set to open its doors to the public on October 3, 2022. Placing service at its core for an enhanced retail experience, the boutique is a welcoming and lively space that will portray the creative spirit of the house through Hermès' 16 *métiers*, and a collection of artworks from both established and emerging artists.

706 Madison is an ambitious fusion of three existing buildings connected by the Parisian architecture agency RDAI, led by Denis Montel. The central structure, completed in 1921 in the Federalist style as an outpost of the Bank of New York, anchors the southwest corner of its block. The adjacent buildings, former townhouses (one on Madison, the other on 63<sup>rd</sup> Street) meet in an L-shape encasing the Bank.

The interiors take inspiration from New York's Art Deco past and from the earliest Manhattan skyscrapers, which generate an aesthetic that is pure while decidedly anti-minimal. Oppositional concepts blend and create a visually strong experience; from architectural elements to contemporary design, and a contrast of strict, angular geometry and more voluptuous, curved manifestations. The store unfolds in a series of salons, each distinctive and boasting its own unique elements. Carefully chosen materials that blend perfectly with the atmosphere, such as stucco, straw marquetry, various wood finishes, leather, and handcrafted wallpaper are among the store's distinctive features. The new boutique employs a palette of warm neutrals – ivories, beiges, light browns – with injections of vibrant hues, which intensify from floor to floor.

Two Madison Avenue entrances beckon shoppers, each opening onto an Hermès ex-libris, and beyond it, a remarkable staircase. On the Bank side, a tile floor in Hermès' signature mosaic leads to the original staircase with brass balusters, now restored, connecting the first and second floors, while the coffered ceiling derives from the Bank's original design.

As they enter from the primary townhouse side, visitors will discover a small Hansom cab, from the 1830s and borrowed from the Émile Hermès collection. Traversing the space's speckled terrazzo floor illuminated by the traditional Grecques lights, customers encounter the store's focal point: an arresting stone staircase that runs all the way to the fourth floor. The 49-foot-high supporting wall acts as a vertical gallery for a carefully selected artwork collection. The wall features a painting by French artist Antoine Carbone, depicting a vibrant nature scene; several photographs with an equine theme; as well as reproductions of Hermès' scarf designs, including *Centered Rhyme de Elaine Lustig Cohen*, *Faune et Flore du Texas* by Kermit Oliver, and *American Quilts* by Aline Honoré. To celebrate the opening, a special colorway of the latter scarf has been designed, along with other exclusive objects including several Kelly bags, a *Bolide* bag, two special watches, *Hermès H08 Madison* and *Arceau Madison*, a jukebox, and a bicycle. For the occasion, Brooklyn-based artist Mike Perry has created a window display with a joyful, kinetic spirit. Perry also designed the temporary stickers that adorned the windows through the construction process.

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Upon entering the store, visitors feel a welcoming aura, characterized by vast salons, where the collections can be appreciated, as well as private lounges for a personalized service. The ground floor houses, on one side, salons for fashion jewelry, the silk universe and perfume and beauty, and on the other, men's silk, leather goods and equestrian collections.

The Bank staircase leads to the second-floor men's universe, where the mood becomes warmer, with squared, dark-toned seating and blond wood display cabinetry arranged on a patterned herringbone wood floor that extends to the area dedicated to the collections for the home. Ascending to the third floor, the curved walls of the women's universe create a comfortable environment. A large globe pays homage to the sun, both in its concentric circular geometry and its mimicking of natural light. This area flows into the jewelry and watches space, organized into alcoves for enhanced privacy. More than ever, this new store creates a compelling experience by allowing time for visitors to discover the collections, request the assistance of a concierge service or enjoy refreshments either at the ground-floor coffee bar or at the bars on the third and fourth floors.

On this floor, in addition to exploring women's leather goods, visitors can also take a moment to pause while appreciating the masterfully crafted curved glass cupola that draws in natural light or indulge in one of New York's rarest and most cherished treasures – outdoor space. Landscaping expert Miranda Brooks designed the enticing roof garden, taking her primary inspiration from the bas-relief designed from ink drawings by the French artist François Houtin. The Maison's bold cast-iron cavalryman, also known as the *artificier* or firework-maker, resides in the garden, heralding the relationship between the Parisian house and the city that first began in the 1920s. Relocated from 691 Madison Avenue, he recalls a similar figure atop Hermès' flagship store on Rue du Faubourg Saint-Honoré in Paris. Here, the public space ends. Five artisans from different *métiers* of the house will also be in residence, sharing a dedicated fifth-floor atelier.

The Hermès 706 Madison store has been designed as a welcoming epicenter of community, a spacious creative destination where faithful clients and new visitors can experience the excellence of Hermès' know-how. Greeted by the Hermès team, guests will discover a lively house topped by its enchanting rooftop garden; "a little bit of Paris" on the Upper East Side.

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 work-shops and production sites and to developing its network of more than 300 stores in 45 countries. The group employs more than 18,400 people worldwide, including more than 11,500 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 June 30, 2022

## HERMES.COM

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