



PRESS RELEASE

Paris, 6th October 2022

HERMÈS REOPENS IN GUADALAJARA, REVEALING A NEWLY TRANSFORMED STORE IN THE THRIVING MEXICAN CITY

Hermès is pleased to announce the reopening of its Guadalajara location, situated in El Palacio de Hierro Guadalajara department store in the city's renowned Andares Mall. First opened in 2010, the space has been entirely reimagined by the Parisian architecture agency RDAI, becoming a destination that pays tribute to Mexico's uniquely stunning natural landscapes and time-honoured traditional craftsmanship, offering faithful customers and first-time visitors alike a brand-new space to discover the diversity of the Hermès *métiers*.

Approaching the store, a large window for seasonal displays leads into an expansive curved interior façade, its glass partially concealed by deep green lacquered wood screens. Inspired by foliage, these graphic panels filter light and offer a hint at what customers can expect to find inside. Crossing the iconic ex-libris at the doorway, guests pass beneath the traditional moulded Grecques lights, designed for Hermès in 1925 and found in stores across the world. Atop a clay-toned floor of Mexican San Pablo travertine stone, the signature Faubourg patterned mosaic appears in shades of earthy desert green, a reference to the agave plant.

Upon entering, customers are first greeted by a vibrant display of women's silk, with colourful carrés hanging from a cherrywood grid. Beyond lie the women and men's universes, with leather goods, jewellery and watches to the left, slightly enclosed by a folded partition for enhanced privacy. To the right, visitors will find fashion jewellery and hats, while the front of the store features the collections for the home and a large perfume area, where clients will experience the full range of Hermès fragrances.

Underfoot, bespoke carpets reflect the colour palette inspired by the region's nature, their graphic lines recalling agave leaves. The overall impression is one of open space: a seamless journey which flows through each distinct *métier*.

Guadalajara's status as a city of both tradition and modernity, as well as its reputation as a rising cultural hub, is reflected in the selection of artwork chosen for the store. Pieces from the Émile Hermès collection include a historic illustration of Mexican saddlery from the twentieth century, while a work by preeminent Mexican photographer Pablo Ortiz Monasterio has been selected for display from the Hermès collection of contemporary photography.

Combining Hermès architectural codes with local features, the reimagined and aesthetically unique Hermès Guadalajara store is an inviting home for local clients and new visitors to discover and experience the Hermès collections in what has become over the last two decades a creative epicentre and one of Mexico's most flourishing and cosmopolitan cities.

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 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 30th June 2022

[hermes.com](https://www.hermes.com)

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