

## PRESS RELEASE

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### HERMÈS OPENS ITS VERY FIRST STORE IN PANGYO, THE ADVANCED TECHNOLOGY HUB OF SOUTH KOREA

**Hermès is delighted to open the doors of its first store in Pangyo, South Korea, located in the Hyundai department store. This spacious and welcoming environment showcases the house's sixteen *métiers* and is the second largest store in the region.**

Situated on the ground floor of the mall, the entrance beckons visitors into an open space, enhanced by a vibrant display of the silk universe. To the left is a showcase of the Jewellery, Perfumes, and Beauty *métiers* and to the right are the collections for the home and Equestrian *métier*. These collections line the curved walls of the store, as the floor plan narrows to a central area that highlights the Leather goods universe. At the back, is an intimate space that houses the Watches and High Jewellery collections. The Men's and Women's universe, featuring Ready-to-Wear, shoes and accessories, each have their own ample salons on opposite sides of the store, equipped with inviting sofas and fitting rooms.

For the design, the Parisian architecture agency RDAI explores a contemporary expression of the house's architectural codes in dialogue with the local unique culture and craftsmanship, such as the store expansive corner facade that serves to establish the unique design language as well as the product within. Wide windows that highlight the seasonal collections are flanked by walls blanketed in ceramic motifs. The handcrafted cylindrical pattern reveals a gradient of brilliant colours that appear to wax and wane like sunlight. The joyful, bright palette takes its cues from the celestial love story in "Chilseok", a traditional Korean festival, and it reappears throughout the store, from the textile kakemonos that temper the transparency of the store's glass front to the bespoke furnishings within.

The architectural signatures of the house, including the Grecques lighting, signature ex-libris and the bespoke hand-laid mosaic which frames the entrance, sit in harmony with artisanal touches, such as the delicate hand-painted walls in the main salon that evoke the passage of a day, and the traditional Korean silk wallpaper in the Men's and Women's Ready-to-Wear salons. This poetic and evocative palette is reflected in the stones of the terrazzo floors and in the carpets which echo the colours of the ever-changing weather, from the blazing midday sun to the moody darkness of dawn. Cherrywood and champagne-coloured 'Ott-chil' lacquered cabinetry bring warmth and structure to the layout and display.

To inaugurate the store, Hermès commissioned Korean artist Jae-Eun Choi, who's work combines sculpture and architecture, to create the window displays. For this project she decided to embody the house's theme of the year "Lighthearted!" and imagined a glass bridge connecting the two windows located on either side of the entrance to celebrate Hermès' first address in Pangyo.

The Hermès store in Pangyo invites local customers and new visitors to discover the Parisian house's creativity and fine craftsmanship for the first time, in its original surroundings.

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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