

## PRESS RELEASE

Paris, 26<sup>th</sup> October 2022

### HERMÈS OPENS A NEW ADDRESS IN SHANGHAI, A WELCOMING DESTINATION IN THE RECENTLY DEVELOPED QIANTAN AREA

Hermès unveils an entirely new store in Shanghai's renowned Taikoo Li Qiantan mall, a dynamic meeting point of retail, culture, and leisure in the city. This new location is Hermès' fourth store in Shanghai and a testament to Hermès' confidence in the Chinese market. Opening to the public on 27<sup>th</sup> October 2022, the store showcases all sixteen *métiers* of the house across two expansive and entirely bespoke floors, conceived by the Parisian architecture agency RDAI.

An impressive double-fronted, two-story facade, bolstered by two curved picture windows, welcomes guests from the street-level of the vibrant district. The soft undulations in the building's exterior are mirrored inside, where rounded edges, archways and lines create a harmonious space and a flowing atmosphere of lightness and openness. With the store's exterior made almost entirely of glass, daylight is filtered through a custom, 3D printed curtain in a chevron design – a technical and aesthetic feat, this screen creates a sense of privacy and intimacy while providing acoustic insulation.

The interior – marked at the store's entrances by the iconic Hermès ex-libris and the Grecques lights, designed for the house in 1925 – is open-plan, allowing for a continuous view across each of the house's distinct *métiers*. Underfoot, terrazzo floors in the Faubourg pattern have been rendered in locally-sourced stone in a subtle tribute to the region. Upon entering the ground floor, the colourful collections of men and women's silk and fashion jewellery draw the eye. Throughout, the placement of each *métier* has been carefully considered to offer visitors a seamless discovery – lighting coves illuminate the watches and jewellery space; the collections for the home are elevated on podiums; the perfume and beauty area is enveloped in a cocoon of gold accents evoking a precious sensibility.

At the heart of the store, an impressive staircase connects the two floors – a wall, finished in a deep and multi-dimensional lacquered copper, adds depth and richness, guiding guests upwards. Among the artwork selected for the store, a newly commissioned piece by Suo Yuan Wang – an artist born in Shanghai but based in France, hangs in the staircase between levels one and two. The subtle yet striking round work, *Étoiles (Magnolia Yulan)*, features a bounding horse and Chinese zodiac animals and was created using blue colour pigments from around the world – a celebration of the fusion of cultures. Customers are invited to pause and discover different aspects of the painting depending on the time of day. The second floor opens to a lounge area displaying the leather goods collections – a space that creates a connection between the men's and women's ready-to-wear universes, both accented by warm walnut panelling. In addition, the VIP spaces offer a private and comfortable atmosphere to welcome clients.

Shanghai's most famous geographical feature – the Huangpu River – is referenced not only in the space's flowing atmosphere but also in the soft gradients of dark orange and yellow of the second floor's bespoke carpets inspired by the literal translation of Huangpu, "the river of the yellow bank". As the river connects the city, so too do these carpets unite each space, creating a sense of harmony and flow throughout the store.

The house's 27<sup>th</sup> location in mainland China, the Hermès Shanghai Taikoo Li Qiantan store is a bright and inviting new destination for both local clients and international visitors to discover and experience the contemporaneity of the Hermès collections.

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 30<sup>th</sup> June 2022

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

2/2

**Hermès Shanghai Taikoo Li Qiantan**  
G/F, Taikoo Li Qiantan,  
No.500 Dongyu Road, Shanghai