



COMMUNIQUÉ DE PRESSE

Paris, 10th November 2022

HERMÈS REOPENS ITS RENOVATED AND EXTENDED STORE AT HONG KONG INTERNATIONAL AIRPORT

Hermès is delighted to announce the re-opening of its store at Hong Kong International Airport's Terminal 1 on 10th November after a thorough renovation, allowing the extension of the Men's and Women's Ready-to-wear areas, as well as, for the first time, the creation of a private lounge.

The presence of the renovated location is expressed through the spectacular façade combining graphic sculptured brown blades with an anodized panel that reflects all movements in the surroundings.

The overall layout on the lower floor remains largely unchanged: the dedicated areas for Silk, Leather Goods, and Jewelry & Watches, arranged to allow the visitor to discover freely the Ready-to-wear area at the rear. Divided by a light blue portal that houses the collections for the home and creates an intimate junction which joins the new extension to the original space.

On the new upper floor rests the private lounge, accessible through a discreet staircase to ensure utmost privacy while taking part of the airport life, enjoying a view of the tarmac against the backdrop of the sky. The lounge offers a spacious and inviting setting for customers to enjoy an exclusive experience.

The Parisian house has commissioned Swiss interaction designer Camille Scherrer to create the inaugural showcase windows. The artist invented a poetic diorama of an imaginative Birdland populated by white woods and spinning pinwheels. Here, birds are seen swinging on a belt or cuddling in a nest of silk. The enchanting scene continues in the neighbouring window, where birds fly home carrying their precious bag of happiness on the back. As a whimsical addition, animated silhouettes come to life thanks to the movement-detecting sensors that engage the passing traveler in this interactive wonder.

The newly refurbished Hermès store in Hong Kong International Airport is pleased to welcome inbound travelers back in the universe of the Parisian house to explore its creative spirit 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 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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