

PRESS RELEASE

Paris, 2nd December 2022

HERMÈS UNVEILS A NEW LOCATION FOR ITS HYUNDAI COEX CENTRE STORE IN SEOUL, INSPIRED BY THE DUAL NATURE OF THE CITY: A MODERN METROPOLIS ENCIRCLED BY MOUNTAINS

Following the opening in October of its first store in Pangyo, South Korea, Hermès is delighted to announce the opening of its relocated store inside the Hyundai Coex Department Centre in Gangnam Gu. After nine years in its former space, the location, one of eleven stores in the country, now includes an expanded floorplan, serving as a vibrant retail destination for both local clients and international visitors to Seoul to experience the collections of Hermès in the heart of a district known for its dynamic mix of business, nightlife, and culture.

Immediately inviting, fifteen *métiers* of the house are displayed across one level, at once both spacious and intimate. Upon entering, the visitor discovers the colourful silk collections, as well as the perfumes *métiers*. The women's universe expands to the left, while the men's collections occupy the right-hand side of the store. These two worlds meet in the leather and shoes area, a calm space occupying the heart of the store.

Throughout, carpets are patterned like calligraphy strokes, with dramatic hues of red, ochre, and orange inspired by the fluid gesture of ink on paper. Unique tables crafted by ceramic artists add contrasting accents of colour, while lighting coves illuminate the jewellery, watches and private lounge areas – carefully designed to create an atmosphere of privacy and comfort.

The diverse topography of the city – its dual nature as a modern metropolis encircled by mountains – directly inspires the store's design, conceived by Parisian architecture agency RDAI. Its facade with glass-backed cherrywood panelling forms a forest-like motif, its panels undulating like the city's hills and intersecting like its boulevards and avenues. Entering through the doors, the iconic Hermès ex-libris takes pride of place underfoot, embedded in the Faubourg terrazzo floor, while the Grecques lights, designed for the house in 1925, illuminate from above.

To celebrate the opening, Finnish artist Kustaa Saksi has been commissioned to create a special window display. Entitled ‘Hermès Mythology’, Saksi’s works draw inspiration from Greek mythology. His colourful and light-hearted renderings of ancient storytelling – including the celestial horses that pulled the sun across the sky each day – occupy the store’s two picture windows.

With a welcoming atmosphere of warmth and quiet refinement, Hermès Hyundai Coex store is a metaphorical meeting point between the urban city and its surrounding nature.

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 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 30th June 2022

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

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