



## PRESS RELEASE

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### HERMÈS REINFORCES ITS PRESENCE IN NANJING WITH THE OPENING OF A LARGER STORE IN THE DEJI PLAZA, A NEW DESTINATION WEAVING THE LOCAL HISTORY SEAMLESSLY WITHIN THE AESTHETIC CODES OF THE HOUSE

On Sunday, 8<sup>th</sup> January 2023, the Parisian house is delighted to unveil its newest destination, showcasing its 16 *métiers* spread across two floors within the mall in Xinjiekou. Having opened its first store in Nanjing, Jiangsu province, in 2010, Hermès is strategically relocating and expanding in the Nanjing Deji Plaza, one of its 27 stores in mainland China, as a testament to Hermès' confidence in the Chinese market.

The spaces dedicated to each *métier* are smoothly divided, beginning with the women and men's silk at the entrance on the lower level, followed by the men's ready-to-wear, the perfume and beauty, and the fashion jewellery. At the heart of the store, benefitting from natural light, the equestrian and leather collections lead to the staircase to the upper level, where visitors will discover the women's ready-to-wear, as well as objects for the home, jewellery, and watches.

Imagined by Parisian architecture agency RDAI, the colour palette encapsulates the cultural resonance of Nanjing and is composed of two main shades: a light beige inspired from the tight cotton fabric called Nanjing and indigo blue as a nod to the Nankeen dyeing technique.

For the interior facades, the store front is enveloped with a glass surface, alternating transparencies and opacity linked by a slightly champagne coloured treatment of the glass. A cutting treatment between the two layers of glass recalls the Hermès' mosaic pattern.

Inside, the curation of materials creates distinct areas and contributes to a unique sensory experience. Among the locally sourced materials are bamboo used for the floor, the staircase, and the marquetry of the jewellery and watches space; wicker for the background of the leather area, as well as handwoven carpets designed especially for the store and inspired from the rain flower stone of Nanjing.

Where material plays a significant role in cultivating a familiar and welcoming atmosphere within the store, so too does the artwork which is displayed throughout the space. Punctuating the floor plan, prints, etchings, drawings and objects have been selected from the Émile Hermès collection and interact with contemporary works, including photographs by Vincent Munier and *carré* designs by Jean-Louis Sauvat and Gianpaolo Pagni.

An exciting new beginning for Hermès in Nanjing, the new store orchestrates the association of local craftsmanship and the play of light to welcome faithful customers and new visitors to discover the house's know-how through the contemporaneity of the collections of all 16 *métiers*.

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 30<sup>th</sup> June 2022

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

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