



PRESS RELEASE

Paris, February 17, 2023

HERMÈS UNVEILS ITS FIRST STORE IN NAPLES (USA) AT WATERSIDE SHOPS, A TESTAMENT TO THE HOUSE'S CONFIDENCE IN THE AMERICAN MARKET

On February 17, 2023, Hermès is pleased to open its first store in Naples, Florida, at Waterside Shops, the region's premier shopping destination. Hermès' fifth store in the state of Florida, and 33rd in the United States, it represents the house's commitment to the American market, and more specifically, the diverse clientele of Southern Florida. Designed in line with the lush atmosphere of the open-air mall, set with tropical plants and a 550-foot-long, hand-laid rock wall punctuated by cascading water, the new store introduces the creativity of the Hermès' 16 *métiers* to its Gulf Coast clients.

Envisioned as a tropical pavilion inspired by Naples' historic houseboats and 1950s architecture, the store is flooded with natural light that immediately invites guests to discover the Hermès collections displayed across one floor. Upon entering, customers encounter the colorful women's and men's silk collections. Continuing straight on, the objects for the home lead to the equestrian universe, where a seating area encourages guests to feel at home. On the right side of the store, visitors will find the perfume and beauty *métiers* and fashion jewelry. To the left, the worlds of women's and men's ready-to-wear surround a large, central shoe salon. A niche devoted to leather goods is enclosed by curved walls, while another intimate cove is dedicated to jewelry and watches.

The store, conceived by Parisian architecture agency RDAI, is designed to reflect Naples' fusion of intimacy, tropical relaxation and lightness emphasized by sandblasted cherrywood, stucco and a patina wave treatment on the walls. The all-white exterior is lined with tall, deep windows that illuminate the iconography of the interiors with bright, natural light, connecting elements from the local landscape of sun, sand and sea and creating a feeling of optimism and warmth. Throughout, a Floridian, pastel palette of ochre, green and ivory is woven into custom gradient carpets, as well as the marble chips in the terrazzo floors.

Further connecting the Naples store to the vocabulary of the world of Hermès is an expansive art collection, including a luxuriant imaginary landscape drawing by French artist François Houtin, whose work was an inspiration for the foliage-motif wall on the fourth floor of the Madison Avenue flagship store. Photographs depict the different moods of the sea, from the serenity portrayed by Romain Laprade to the power and force captured by Gérard Dalla Santa.

Each new Hermès store is an opportunity to engage faithful clients and new visitors alike in a conversation with the house, introducing them to the variety of its *métiers* within a context that reflects a global vision infused with a local point of view. The Parisian house's know-how combines with Naples coastal environment to create a welcoming air of tropical ease and refinement to be enjoyed by all.

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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