

Hermès opens its new store in Hamburg, a contemporary destination reinforcing the house's presence at the heart of the hanseatic city



Hermès is delighted to announce the relocation of its store in Hamburg on 14th April 2023. Located at Neuer Wall 43, in the heart of the city centre and in the area where the house is anchored since 1997, this new address, among 9 in the country, demonstrates Hermès' attachment to the German market, the port city and its local clientele, and participates in the dynamism of the European market. Housed in a contemporary building with rigorous geometry, the store has glazed walls offering expansive views of the interior from the outside, inviting visitors to discover the Parisian house's sixteen *métiers*.

HERMÈS' SIXTEEN MÉTIERS AS A SERIES OF ISLANDS

Designed by the Parisian architecture agency RDAI, this new address presents Hermès' collections in the form of islands. In the centre: men's silk, leather goods and equestrian. To the port side: the home universe, men's ready-to-wear and the alcove dedicated to jewellery and watches. To the starboard side: women's silk, fashion accessories, perfume and beauty, and finally women's ready-to-wear. Strolling around this arrangement is smooth sailing, even coastal navigation, with stop-offs according to each customer's own desires. Suspended as if it were floating, a curving wall in strips of oak evokes the aesthetics of wooden boats and naval construction that are emblematic of the city. This hull-like structure highlights the leather goods and equestrian collections, the house's iconic *métiers* that are visible from the entrance. Its light wood contrasts with the materials in stronger tones used in the other spaces punctuated by its undulations.

A COLOUR PALETTE INSPIRED BY HAMBURG

Inside, the atmosphere echoes the colour palette of the city of Hamburg: putty, chestnut, black, ochre-brown, sand, blue-green, grey-blue and – naturally – orange. To filter the abundant natural light without blocking the view from the outside, large panels are installed behind each window. These seven unique pieces woven in leather and natural rope pay homage to local know-how in the fields of mooring ropes and sailors' knots. In the central space, visitors step onto a mosaic ocean in ochre-brown tones, from which the ex-libris emerges. A house signature, this floor showcases the silk collections, illuminated by decorative Grecques lighting, and continues with a mosaic carpet of grey-blue shades that defines the leather goods area.

A DECOR WITH NAUTICAL ACCENTS

Overlooking the mezzanine, the bust of a horse made of linden wood welcome visitors and serves as a figurehead. Custom-sculpted by French artist Clarisse Griffon du Bellay, this horse seems to be springing from the waves, its flanks bearing traces of the surf. A selection of artwork – paintings, drawings, engravings, photographs and objects – evokes the nautical world: sketches of lighthouses by Léonce Reynaud dating from the 19th century, a contemporary photograph depicting ships in the port of Stockholm taken by Adrien Boyer, and a landscape by the Spanish photography duo Albarran Cabrera.

To celebrate the opening, French artists Florentine and Alexandre Lamarche-Ovize have created two scenes for the store windows, entitled *Opéra aquatique* and inspired by the underwater world. On one side, the lightness of air is evoked by boat sails. On the other, the weight of water and its ability to defy the laws of gravity is represented in this upside-down ship's hull.

A destination designed as a place of encounters, this store marks the beginning of a new chapter in the history of Hermès in Hamburg. The Parisian house invites faithful customers and new visitors alike to discover the abundance and contemporaneity of its collections in a warm environment that blends local inspirations and craftsmanship with its exceptional know-how.

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 54 workshops and production sites and to developing its network of more than 300 stores in 45 countries. The group employs more than 19,700 people worldwide, including more than 12,400 in France, among whom more than 7,000 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 31st December 2022

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