

## PRESS RELEASE

Paris, 17<sup>th</sup> April 2023

### HERMÈS REOPENS ITS EMBLEMATIC ADDRESS IN BEIJING REVEALING A SPACIOUS AND ELEGANT NEW DESIGN THAT CELEBRATES THE LOCAL CULTURE AND THE HERITAGE OF THE HOUSE

Hermès is delighted to welcome clients back inside its newly renovated and expanded store in Beijing's historic Peninsula Hotel, the site of the Parisian house's first store in mainland China, opened in 1997. Now one of 27 Hermès stores in the country including 3 in Beijing, the redesign is a testament to the house's long-standing history and confidence in the Chinese market and its dynamic capital city.

The new floorplan is almost double the size of the original store, offering a more spacious and inviting environment in which visitors will discover a full expression of Hermès' 16 *métiers*. A series of rectangular salons clearly delineate each universe. At the entrance, the women and men's silk collections are flanked by fashion jewellery on one side and a dedicated perfume and beauty space on the other. From here, the iconic leather *métier* sits in full view as a central feature of the store and serves as an axis from which the client travels to the men's universe or through the equestrian collections to the spacious women's salon and jewellery and watches area.

The store's design, envisaged by the Parisian architecture agency RDAI, boasts a new lengthy facade fitted with wooden diamond-shaped tiles arranged in a 3D relief inspired by the scales of the dragon statues in the nearby Forbidden City. The repetition of the tiles evokes a sense of movement, balanced by the floor-to-ceiling windows and the glass-front entrance that maximise light and transparency into the store.

The local stone of the temples of the imperial palace served as a source of inspiration for the grey stone floors. Its calm, imposing effect is tempered by the warmer tones of the beige stucco walls, the toffee, copper and the earthy hues that animate the furnishings. The walls are upholstered in artful variations of colours and textures, from the iridescent fabric that covers the women's universe to the plush orange velvet that cloisters the watches and jewellery area with precious intimacy. Large rectangular carpets woven in a bespoke graphic motif that recalls a grid plan of Beijing frame each *métier* while uniting the colour palette of this space.

Among the artwork selection curated for the store are a photography by Raphaëlle Peria entitled *Le marché aux oiseaux*, a nod to the significance of birds in Chinese culture, as well as the drawing of the carré *Astrologie Astronomie* by Gianpaolo Pagni which echoes the colour palette of the store.

A new chapter for this historic Hermès address, the Beijing Peninsula store awaits faithful clients and new visitors alike for a discovery of the house's contemporary collections in a calm, elegant environment which binds the history of Beijing with the Parisian house's creative spirit and exceptional 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 54 workshops and production sites and to developing its network of more than 300 stores in 45 countries. The group employs 19,700 people worldwide, including 12,400 in France, of which nearly 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 31<sup>st</sup> December 2022

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

**Hermès Beijing Peninsula**  
G/F, The Peninsula Beijing, 8 Goldfish Lane,  
Wangfujing, Dongcheng District,  
Beijing, China