

## PRESS RELEASE

Paris, 26<sup>th</sup> May 2023

### HERMÈS OPENS ITS FULLY RENOVATED HAKATA HANKYU STORE, FUKUOKA PREFECTURE, AND REASSES ITS REGIONAL ANCHORING IN THE LAND OF THE RISING SUN

Hermès is pleased to announce the reopening, on 27<sup>th</sup> May 2023, of the Hakata Hankyu store, which was inaugurated in 2011 and is one of the saddler's 29 locations in Japan. For an immediate immersion in the different métiers of the Parisian house, the single-story entrance is accessible from the Hankyu mall located in Hakata station. This store set in the heart of Kyushu region's largest city, is a cosmopolitan crossroads where many travellers meet.

Echoing the rope panels of the windows, whose pattern finds its source in a game of cat's cradle, *ayatori* in Japanese, the façade is composed of indigo ceramic pieces specially designed by Parisian architecture agency RDAI. An enclosure like a light rain curtain, and a nod to Agano ware, *agano-yaki*, associated with the tea ceremony, as well as the traditional techniques related to indigo in Japan since the eighth century.

Welcomed by the hushed glow of the Greek lamps, the visitor discovers a symmetrical setting offering vast perspectives on the house's métiers. The women's and men's silk collections are displayed at the entrance and lead to the home, equestrian, and leather goods sections. Adorned with large, braided carpets in warm hues, perfume, fashion accessories and women's universe stand on the left, and men's universe, jewellery, and watches on the right. The walls interact with the blue rugs, a tribute to Japanese *kurume-gasuri* textiles, crafted in the prefecture for over two hundred and twenty years. As for the light, dimmed by rectangular grooves in the ceiling, it dresses up the beige and ochre tones of the terrazzo floors.

To celebrate this reopening, the mischievous windows by Japanese artist Keisuke Yamamoto draw inspiration from the year's theme, "Astonishing Hermès!" The décor comprises original works by Marie Joubert, whose blue-grey shades perfectly match the space's colour scheme. The sandblasting slabs near the door are shown alongside other pieces from the Émile Hermès collection, such as bird sketches by naturalist William Jardine, and equestrian scenes by painter Carle Vernet. Contrasting contemporary creations—drawings by Virginie Jamin or the *Astrology* carré scarf by Cyrille Diatkine—set the tone for the space.

At the junction of styles, in a city known for its festivals and joie de vivre, this renovated store adds a dash of indigo to the ravishing recipe that blends French craftsmanship with Japanese traditions. Hermès invites loyal customers and newcomers alike to a journey at the heart of its exceptional know-how, and to discover its contemporary collections.

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

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