



PRESS RELEASE

Paris, July 13, 2023

HERMÈS EXPANDS ITS PRESENCE IN CHINA WITH THE OPENING OF ITS FIRST STORE IN TIANJIN

Hermès is delighted to reveal its first store, on July 14, 2023, in the lively coastal metropolis of Tianjin in the North of China. 28th Hermès store in mainland China, this new space emphasises the Parisian house's commitment and cherished history with the region.

The façade, locally made, vibrating with a dégradé of colourful glazed ceramic bricks, is contrasted with the transparency of floor to ceiling glass windows, which reveal the store interiors to passerby. Located on the ground floor of the MixC mall, the store offers an inviting backdrop in which visitors will discover the house's métiers. The open floor plan is spacious, creating an easy flow from the vivid display of women's silks at the main entrance to the fashion jewellery, perfume and beauty to the right. Visitors then pass through the maison collection to reach women's universe and the jewellery and watches alcove. At the heart of the store, are the equestrian and leather collections, followed by the men's universe, with its selection of shoes, accessories and silks, accessible through a second entrance.

Inside, the cadence of rectangular salons, framed by the iconic Grecques lighting and 'Faubourg' mosaic, or colourful bespoke carpets that bring individuality to each universe, is tempered by a curved lighting cove in the ceiling that traverses the store. The palette of deep reds through blues dances about as accents in the mosaics and terrazzo, or as a strong design statement in the dégradé blue lacquered feature walls, which creates depth while framing the objects in an eye-catching fashion. The craft-like treatment of the patterned walls of the watches and fine jewellery alcove, evokes the minerality of salt. Custom furniture and inviting lounges bring conviviality to each area.

A studied curation of artworks, 21 in all, punctuate the walls and further enhance the singular vision of this store. A mix of contemporary photography from the Hermès collection and carré prints, vivid etchings and illustrations from Émile Hermès collection, continues the lively conversation between the house's heritage and the present.

This inaugural Tianjin store marks a new chapter for Hermès in China and invites loyal customers and new visitors to discover the house's creativity and fine craftsmanship through its 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 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 31st December 2022*

hermes.com

Hermès Tianjin
MixC Store, Shop L1-014
N°9, Leyun Road, 300201 Hexi district
Tianjin, China