

PRESS RELEASE

Paris, 28th July 2023

HERMÈS STRENGTHENS ITS PRESENCE IN THE UNITED STATES WITH THE OPENING OF ITS SIXTH CALIFORNIAN STORE AT WESTFIELD TOPANGA, IN THE HEART OF THE SAN FERNANDO VALLEY

On 28th July 2023, the Parisian saddler is pleased to inaugurate its new address in Los Angeles, at Westfield Topanga. Surrounded by stunning panoramas, the sixth Hermès store to anchor in California, and the thirty-fifth in the United States, unveils the multifaceted know-how of the house's sixteen *métiers* and testifies to Hermès' anchoring in the region.

Located on the ground floor, the store combines façade columns inspired by the surrounding nature with a palette of colors and textures akin to Topanga State Park. The entrance, suffused with the soft light of the Grecques, leads to the first out of the four spaces, featuring women's silk, perfume and beauty in a terracotta setting. On the left, the leather area, presented in a mural library, is home to small leather goods and equestrian accessories, and introduces a cosier room, whose 1950s-inspired furniture and upholstery are bathed in natural light. The second space, dedicated to fashion jewellery and men's silk, gives way to a third area where men's and women's shoes are framed by two walls in sand tones, reminiscent of carved rocks. On the right, in an alcove clad with cactus-shaped dry soil panelling, watches and jewellery stand opposite to the homeware universe, which enjoys the sunbeams coming through an open storefront. The walk ends with a more intimate space showcasing men's and women's ready-to-wear selections.

The wall finishes echo the clay shades of the travertine stone and large mosaic on the floor, while the whole interiors pay homage to the adjacent herbaceous vegetation with niches in clear terracotta stucco and displays in cherry-wood veneer. The overall atmosphere set by Parisian architecture agency RDAI is a nod to the vivid, earthy hues of the canyon nearby. As for rugs and carpets, their colorful topographical layers reveal original shapes that suggest the changing local reliefs and skies.

The decor consists of more than forty artworks, mixing classic and contemporary themes and styles. Alongside a series of photographs by Joel Meyerowitz, and a dreamlike landscape by photographer Catherine Henriette from the Émile Hermès collection, is a luxuriant, sun-drenched scarf by the illustrator Filipe Jardim. Drawing on a breath-taking setting, French artists Octave Marsal and Théo de Gueltzl present the *Retour à la Nature* ("Coming back to Nature") cashmere and silk shawl, the fruit of their residency in Mars Canyon, in Santa Monica mountains. Through this shawl, Hermès supports the CLAW association, Citizens for Los Angeles Wildlife, a non-profit environmental organization dedicated to protecting and restoring wildlife environments in California, as part of a unique re-wilding and creative project in Bel Air.

Celebrating the essence of a compelling region where the mountains meet the sea, Hermès takes loyal customers and new visitors on a journey through the richness of its 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 20,600 people worldwide, including 12,900 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 30th June 2023

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