



Paris, 21st September 2023

Hermès reopens its newly expanded Vienna store: the house's sixteen métiers are presented in a subtle blend of modernity and aesthetics characteristic of this historic city.

Hermès is pleased to announce, on 22nd September 2023, the reopening of its renovated and expanded store in Vienna, one of the house's two stores in Austria, alongside Salzburg. Located at 22 Graben, one of the city centre's most well-known squares, this location bears witness to Hermès' commitment to this capital and its clientele and contributes to the country's dynamism.

Hermès' sixteen métiers around a sculptural staircase

Occupying the same 18th-century building since 2001, the store has not only been completely renovated by the Parisian architects RDAI, but also expanded to include an additional floor, and in depth, doubling its original surface area. The know-how of the Parisian house is now deployed over three levels, with women's and men's silk, accessories, homewares as well as equestrian, Hermès Parfum & Beauté on the ground floor, women's and men's ready-to-wear and shoes on the first floor, and jewellery and watches, leather, and the VIP salon on the second floor. Flowing from one to the next, these distinct open spaces affirm their own identities. A sculptural staircase in travertine, curvilinear in places, is the centrepiece of the store, winding upwards through its full height. The vertical lines of its fluted natural oak panelling unify the three floors.

Bold modernity inspired by Viennese Art Nouveau

The building's architectural language is inspired by the Vienna Secession art movement and features subtle combinations of colours, materials, and geometric patterns.

Starting at the entrance, the moulded glass globes of the Grecque light fittings, combined with stucco mouldings in the Art Nouveau style, give the ceiling decorative appeal. This lighting emphasises the mosaic floor, in shades of green and gold, which features the house's ex-libris. Refined stylistic elements, such as stylobates and cornices, characterise the upper edge of the walls, creating a fine trim. Stained-glass windows in soft shades of caramel and copper, along with nuances of sandblasted and clear glass, modulate the light and enhance the space.

The distinctive motifs and colours of the wall coverings on the first floor delineate the women's and men's ready-to-wear area. In the fitting rooms, upholstered walls create cosy spaces and custom-made rugs add a touch of warmth. The windows embellished with mouldings offer an unobstructed view of St. Peter's Church.

On the second floor, the banisters lead into an enveloping space that conceals a small open-plan salon. The jewellery and watches space is bedecked in blue textured wood. In the leather area, gold-toned decorative stucco blends with the natural light that enters through the high windows, and the parquet floor is characterised by various shape elements such as triangles, squares or circles, which in

combination offers a variety of original patterns. Each has comfortable alcoves with bow windows, soft lighting, and upholstered benches.

Carte blanche for the private salon

For this salon, Hermès gave carte blanche to one of its loyal collaborators, a scarf illustrator since 2010, the decorator and ornamentalist Pierre Marie. The artist designed an interior consisting of a rug, wall textiles and stained-glass windows that combine harness and buckle motifs selected from the house's archives with ornamentation carved by masters of the Vienna Secession.

The highlight of this salon is the impressive stained-glass window, *À la lueur du flambeau*, composed of sixteen panels. This decorative ensemble is coordinated with the dazzling wallpaper evoking flames, the inspiration for the creation of a scarf of the same name.

Some sixty works from the Émile Hermès collection — paintings, drawings, engravings — photographs from the design studio or contemporary photographs, objects, graphic creations continue this vibrant dialogue between Viennese art and the equestrian world so beloved by Hermès.

For this opening, the Austrian artist-trio Jakob Lena Knebl, Ashley Hans Scheirl and Markus Pires Mata creates three exceptional windows, inspired by the Émile Hermès collection, whose centerpiece is a huge, blue horse made of corduroy, composed of two mirrored heads.

With this expanded and redecorated store, a new chapter of the story of Hermès in Vienna begins. The Parisian house invites loyal customers and new visitors alike to discover the breadth and modernity of its collections in a warm environment that blends inspirations with 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 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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