



PRESS RELEASE

Paris, 26th October 2023

HERMÈS RENOVATES AND EXPANDS ITS STORE IN THE HEART OF THE CITY OF SAPPORO IN JAPAN

On 26th October 2023, Hermès is delighted to open its fully renovated location within Daimaru department store in northern Japan. Amongst modern skyscrapers, this refurbished store reveals the ever-changing abundance of the house's different métiers and foregrounds Hermès' roots in Japan, a country in which it has 35 addresses.

Located on Hokkaido island, the store has a window overlooking an exterior pedestrian esplanade, and an interior façade connected to the main entrance on the ground floor. This façade is a nod to the rising sun and represents a circular pattern reminiscent of sunbeams. At the entrance, in the subdued lighting of the traditional Grecques, visitors are welcomed by women's silk and perfume on the right, and fashion jewellery and men's silk on the left. In the centre of the main area, silk accessories draping on wooden frames lead towards the leather universe, sheltered by its private alcove, and equestrian accessories. The store is built along two axes parallel to the entrance whose sections connect with each other through wooden arches. The right side hosts the jewellery and watches, the women's ready-to-wear area, as well as a confidential cove-lit salon. As for the left side, it showcases the home universe and proceeds to the men's ready-to-wear. Each space reveals its respective shoe collection.

The floor is made of terrazzo studded with stone bits ranging from ochre to orange, with a few green and blue variations, while the welcoming Faubourg mosaic follows a concentric colour gradient. Allowing different textures to let the light caress soft surfaces and shapes, the Parisian architecture agency RDAI brings the brightness of a pearlescent morning to the overall atmosphere. The rugs spread across the space, an arrangement inspired by the furrows of a Zen garden, echo the circular sunbeam patterns between deep blue and mellow orange warming up the glossy main wall. The surrounding panels in off-white natural straw, when mixed with a dash of dawn and subtle hues, imbue the whole environment with a cosy feeling.

The decor comprises sixteen artworks mixing classic and contemporary themes and styles. Original Tokyo-infused pictures by the Dutch photographer Charlotte Dumas and the Belgian photographer Harry Gruyaert hang alongside photographer Patrick Faigenbaum's *Le Citronnier* and Spanish photographers' duo Albarrán Cabrera's dreamy landscape. Other works gleaned from the Émile Hermès Collection, such as nineteenth-century equestrian scenes and a painting by Bernard-Édouard Swobach, offer a colourful counterpart to the Mysterious Rider silk shawl drawn by Dutch illustrator Viktor Hachmang, and L'Art du Sarasa scarf by Aline Honoré.

Located in a dynamic capital city, Hermès invites loyal customers and new visitors to embrace the bustling 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

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

Hermès Daimaru Sapporo Store
1st Floor, Daimaru Sapporo Department Store
4-7, Kita5jonishi, Chuo-ku, Sapporo City,
060-0005 Hokkaido, Japan
Tel.: +81 50 1780 6000