

## PRESS RELEASE

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### HERMÈS EXPANDS ITS PRESENCE IN CHINA WITH THE OPENING OF A NEW STORE IN CHENGDU, SICHUAN PROVINCE, IN THE HEART OF SKP SHOPPING COMPLEX

**On 26th October 2023, the Parisian saddler is pleased to open its second store in Chengdu, and thirty-third in mainland China. This brand-new location illustrates the dynamism of the house's sixteen métiers and highlights Hermès' roots in Sichuan's capital city.**

Located in the shopping centre SKP Chengdu, in the Chengdu Hi-Tech Industrial Development Zone, the store has two main storeys whose entire storefronts face outside. The façade design allows the store to open towards the exterior and let in the natural light, which is delicately filtered by woven openwork panels. Made of glass and stone surfaces, it alternates between transparency and the darker pattern of the stone, evoking marble weaving and is inspired by centuries-old local know-how.

On the ground floor, in the hushed lighting of the signature Grecques, visitors are welcomed by men's silk and equestrian accessories, which lead to homeware collections. The left side is dedicated to men's ready-to-wear and shoes, while the right focuses on bags and small leather goods. A homage to bamboo craftsmanship, the back wall of the monumental staircase is entirely covered with wicker weaving, creating a warm, welcoming atmosphere. The first floor is home to the women's universe. Starting with silk, the right half showcases ready-to-wear, shoes, hats, belts, jewellery, and watches. On the left, visitors will find fashion jewellery surrounded by a pink enamelled ceramic wall as well as beauty, and fragrances. For the private lounge, a special textile was added to the stucco finish bearing traces of ginkgo colours. The carpets convey a sense of movement with their unique curves and flowery patterns, which add colour to the beige, structured stucco walls at the entrance, and the mother-of-pearl silk.

At the two entrances of the store, the floor is made of terrazzo in bright colours and includes the traditional Faubourg pattern. The wide-open spaces echo the surrounding luxuriant bamboo forests. Each section is equipped with special light coves, which follow the shape of custom-made rugs and connect to others through various passages. The Parisian architecture agency RDAI has worked on contrasting textures, using natural materials, such as wood panels, fabrics, and hand-made plaster.

Lightened with a shawl design by the Chinese artist Tong Ren, the staircase gives way to big cats and owls by French illustrator Paul Jouve. Other original artworks from the Émile Hermès collection put the finishing touches on the store's décor.

Setting up a home in an ever-evolving city where tradition meets innovation, Hermès invites loyal customers and new visitors to step into the richness and modernity of its collections in a welcoming environment that blends creativity with sustainability.

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 30<sup>th</sup> June 2023

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