



PRESS RELEASE

Paris, 27th October 2023

HERMÈS RENOVATES AND EXPANDS ITS HISTORIC STORE IN THE CENTRE OF CHICAGO, ILLINOIS

On October 27, 2023, the Parisian saddler is pleased to open its fully renovated Chicago store, an iconic corner building, located in the Gold Coast neighborhood, at the intersection of Oak and Rush Street. This makeover was inspired by the landscape of the city edging Lake Michigan and nicknamed Windy City, in reference to the wind and the mist emerging from the lake. The expansion of this flagship store in the Midwest offers a comprehensive setting for the creative abundance of the house's sixteen métiers and embodies Hermès' long-established roots in the United States, where it has 42 stores.

The façade's vertical metallic partitions, increase natural light inside the store thanks to a transparent glass structure. On the ground floor, customers are welcomed by men's and women's silk before proceeding, under the soft Grecques lights, to men's ready-to-wear on the left. Over to the right is the fashion jewelry section and, followed by a corner dedicated to fragrances, whose stucco coating bears an embossed Faubourg motif. The homeware collections are showcased on a podium by the central and existing curved staircase, whose structure was kept and cladding revamped, which organizes the whole space, conveying its undulations to the interior partitions and ceiling. Bathing in natural light, level one houses leather, watches, and jewelry areas, whose cozy dark-chocolate felt layers and brown carpets contrast with the lighter rugs found in the women's shoes, ready-to-wear and equestrian accessories areas. The brand-new second level features an after sales lounge as well as a confidential salon which provides a panoramic view with pastel hues and translucent curtains reminiscent of Chicago fog.

For the interiors, an assemblage of natural elements such as stone and wood with metal and felt, the Parisian architecture agency RDAI has combined the city's dark brown tones with the frozen lake's blue-grey shades. Level one's floor consists of a carpet bearing the Faubourg pattern with another circular one highlighting the staircase. Their unique shape and design are an organic nod to stone canyons, while the walls follow a color gradient going from dark chocolate on the ground floor to pink, beige and white stucco on the upper floors. Even the furniture is slightly curved to remind visitors of leaves delicately wrapped in the wind.

The décor comprises original artworks gleaned from the Emile Hermès collection such as photographs by Japanese Yuji Obata and Tomio Seike, who pay homage to the photographer Wilson Bentley, named "Snowflake", or the portrait of a horse by the French painter Louis Robert Heyrault. An equestrian picture, by Mexican photographer Graciela Iturbide, hangs alongside a painting by Ellen Lesperance and a collage by William Steiger. Along with some of Nigel Peake's pieces, works by Antoine Carbonne, French sculptor Christian Renonciat, and black-and-white photographs of American jazzmen Cozy Cole and Dizzy Gillespie are also showcased.

In a bustling city where cultural landmarks meet with architectural gems, Hermès continues its strategy of refreshing and expanding existing stores, inviting loyal customers and new visitors to dive wholeheartedly into the ever-changing 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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