

PRESS RELEASE

Paris, 30th November 2023

HERMÈS RENOVATES AND EXPANDS ITS HISTORIC STORE IN THE CENTER OF KYOTO, JAPAN

On 30th November 2023, Hermès is pleased to reopen the doors to its fully renovated store in Kyoto, Japan, a country where it has 35 addresses. The store is located within the Takashimaya department store, in the heart of the city. The expansion and distinct design vision of Kyoto's only Hermès store reflects the house's longstanding presence in the city, with reverence to its cultural richness, distinctive architecture and abundant history. The single-storey store, inspired by the city itself, includes various details of local craftsmanship, brings rhythm to the customer journey and provides a distinct and generous environment in which to discover the house's sixteen métiers.

At the main entrance, which features soft Grecques lights and the emblematic *Faubourg* mosaic, visitors enter the spacious women's and men's silk universes, where they have a view through to the leather area in the centre of the store and a dedicated jewellery and watches salon to the left. The layout follows a continuous flow that inspires wonder at every turn. To the right, visitors will catch sight of the fashion jewellery display as well as the equestrian and home collections. Accessible from here, at the back of the store is a long salon that houses the men's universe on the left and the women's universe on the right, with their respective shoe areas. There are two other entrances directly accessible from the shopping centre: one leading to the VIP salon and the other to an independent perfume and beauty area separated from the main store by lattice-like walls, which allow the light overflowing from the main area to gently envelop the space.

The store design, envisaged by the Parisian architecture agency RDAI, combines the house's architectural codes with recollections of Kyoto's own architecture and rural roots. The decor is grounded in a warm, earthy palette enhanced by raw materials and inspired by the city's construction. The stone flooring is a bespoke design which blends the *Faubourg* pattern with the local cobblestone streets. Carpets evoke the colours of the changing seasons – from the soft pink of cherry blossoms in spring to the rich tones of autumn – enlivening the atmosphere.

Storyed Japanese crafts are referenced through details of craftsmanship, such as the custom wooden façade, which is laid out like a spatial puzzle via the traditional wood assembly techniques of Japanese structures. Alluding to the city's checkerboard urban layout, graphic motifs are echoed in the rhythmic ceramic tiles of the fragrance and beauty space, the 3-D wall flanking the VIP Room and the Tatami-style woven fabric covering the walls of the ready-to-wear salon.

The decor is elevated by original artworks from the Émile Hermès collection, including contemporary, nature-themed photography by American photographer Terri Weifenbach, photographs by French photographers Samuel Gratacap and Antoine Yoseph, as well as a pair of lively cityscapes by Belgian photographer Harry Gruyaert. Special-edition house carré prints hang alongside antique equine illustrations by painters such as the French Henri Louis Delamarre and the Italian Antonio Tempesta as well as oil landscapes by the French Auguste Ledoux.

Established in an ever-evolving city, Hermès invites loyal customers and new visitors 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.

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