

## PRESS RELEASE

Paris, 30<sup>th</sup> November 2023

### **HERMÈS RENOVATES AND EXTENDS ITS STORE IN BORDEAUX (GIRONDE) AND DEMONSTRATES ITS ATTACHMENT TO ITS CUSTOMERS IN THE REGION**

Hermès is pleased to announce the reopening of its store in Bordeaux on 30<sup>th</sup> November 2023. Located on Place Gambetta in the historic city centre since 1977, the store is a testament to the house's attachment to the region and local customers. It expresses its confidence in the French market which counts 28 stores.

This newly renovated space showcases the house's sixteen métiers in a decor which combines a mineral urban environment with aquatic tones, echoing the estuary and landscapes of Gironde.

#### **Of stone and water**

Beyond the entrance and the façade with its archways topped by mascarons, visitors discover the house's emblematic métiers and the bountiful, creative and contemporary universe of Hermès' collections of objects. Designed by the Parisian architecture agency RDAI, this new space references the city of Bordeaux, which is characterised by centuries of river trade. From the ground floor, visitors are drawn to the natural light and shades of beige that evoke the sand bordering the nearby coastline and the limestone typical in Bordeaux. As part of the house's circular and sustainable approach, all the materials used are natural and sourced in France, Portugal, or Italy.

In a colour palette ranging from lead blue to sienna, the women's and men's silk, equestrian, homeware, men's ready-to-wear, perfume and beauty métiers interact on either side of the staircase, the store's focal point. In this space, the terracotta walls and the large mosaic rug with its Faubourg-inspired motif in shades of light blue and green also emphasise the mineral and chromatic inspirations from the surrounding region. Underfoot, the floor made of stone, which alludes to the bank gravel of the Gironde, creates a unique geometry and guides the eye further inside.

#### **An intimate upstairs environment**

Designed like a sculpture, an imposing curved stone staircase winds around itself like a triple ribbon to lead the visitor upstairs. More intimate, the first floor, which houses the jewellery, watches, and women's ready-to-wear, has an oiled oak parquet floor that warms the sandy colours with its golden glow.

The undulating patterns of the rugs recall the foreshore and the movement of the waves. The furniture in the leather goods area reveals the original natural stone. In the alcove where the jewellery and watches collections are displayed, the cloudy reflections of the Atlantic sky are recreated on a wall covering of cotton canvas applied with a brush.

An exceptional element of this space, an oak cabinet dedicated to wine, pays homage to this wine-growing region. Made at Hermès by Ateliers Horizons, this case is wrapped with pieces of leather originating from unused materials within the house. Their repurposing is part of Hermès' acts of circularity.

## **Works of art in the windows and inside the store**

To celebrate the reopening of the store, Dutch artist Simone Post, who specialises in paper weaving, has designed the window displays using old copies of the magazine *Le Monde d'Hermès* and used orange bags.

The store's decor also features a number of carefully chosen works of art that relate to the region, including works referencing surfing, sea bathing and with a nod to the equestrian world, 19<sup>th</sup>-century horse-drawn carriage rides, by artists such as Jean-Louis Sauvat and Dennis Osadebe. Artworks by Nigel Peake and Rosa Bonheur sit alongside unique pieces from the Émile Hermès collection, such as a link from an anchor chain from the ocean liner *France*.

This newly renovated, and extended space reaffirms the house's attachment to the Gironde region, where Hermès is also present with the Maroquinerie de Guyenne, inaugurated in 2021. Hermès plans to open a second manufacturing site in the region, in Loupes, by 2026.

In this refreshed place inspired by the landscapes of Gironde and the power of the ocean, Hermès invites loyal customers and new visitors to discover the creative abundance of the house's collections and the excellence of its craftsmanship.

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

**hermes.com**

2/2

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