

PRESS RELEASE

Paris, 4th December 2023

A FRESH, ALPINE-INSPIRED REDESIGN FOR THE CHERISHED HERMÈS STORE IN CRANS-MONTANA, SWITZERLAND

On 1st December 2023, Hermès is delighted to reopen the doors of its longstanding seasonal store in the Swiss mountain resort of Crans-Montana. The store is set over two floors with an elegant redesign that fits with the spirit of this picturesque destination and its Alpine lifestyle. This renewed store in Switzerland, a country which counts 10 Hermès addresses, offers a cosy, welcoming environment and showcases the ever-changing abundance of the house's different métiers.

The façade reveals an enticing view of the store through its expanded window, front-framed by the locally quarried Pierre de Vals, a hard and frost-resistant stone composed of slightly blue micaceous layers whose reflections sometimes appear green. The entrance immediately brings customers into the women's silk universe, housed within a central open space with generous volumes and abundant natural light. To the right, bespoke, elegant cabinetry lining the walls highlights the fashion jewellery and men's silk areas; the left-hand side hosts the perfume collection next to the carré frame, which is vividly displayed. The back of the store is home to the leather universe, along with a small, private salon for clients.

Downstairs, the original floor plan is expanded, creating a more ample environment for the women's universe, which shelters an inviting lounge area. This level also houses a selection of men's ready-to-wear, shoes, watches and jewellery while also showcasing the equestrian universe and homeware collections.

The design, envisioned by the Parisian architecture agency RDAI, is inspired by the region's natural beauty and composed of massive mountains and lush green trees. The snow-capped greenery is reflected in the silvery stucco walls and the nuances of green and cream in the Faubourg-patterned floors at the store entrance. These cooler tones are tempered by the warmth of the cherry wood panelling and autumnal tones of the downstairs carpet. The fabric-clad walls of the smaller spaces, such as the fitting room and the leather goods salon, accentuate a feeling of cosiness.

A selection of artworks plays to the hibernal and sporting theme of the locale and includes contemporary photography from the Hermès collection of snowy landscapes by various photographers: the French Yann Stofer, the Swiss René Groebli and the American Terri Weifenbach. Above the staircase hangs a vivid landscape by the contemporary French painter Antoine Carbonne, while the downstairs decor features historic etchings and illustrations sourced from the Émile Hermès collection by celebrated artists such as the French painter Paul Jouve.

After more than 30 years in this welcoming seasonal resort town, Hermès invites loyal customers and new visitors to step into this reimagined store to discover the Parisian house's contemporary creations and the fine craftsmanship of its métiers.

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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