



## PRESS RELEASE

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### HERMÈS RENOVATES ITS BELLAGIO RESORT & CASINO STORE, STRENGTHENING TIES WITH LAS VEGAS (USA) AND OFFERING A SINGULAR SETTING FOR ITS 16 MÉTIERS

On December 7<sup>th</sup>, 2023, Hermès is pleased to inaugurate its fully refurbished store located at Bellagio Resort & Casino on the Las Vegas Strip, in Nevada. The store's architecture pays homage to the Italian lakeside town of Bellagio, whose shimmering colors and Lake Como setting originally inspired the resort's design. This renovated location offers a serene setting for the ever-changing abundance of the house's sixteen métiers and highlights Hermès' strong roots in the United States, a country which is home to 42 addresses.

Located near Bellagio's main entryway, the wooden façade is punctuated by arch windows and sculpted opaque panels with an *encyclie* pattern, which evokes the way water circles form on the lake's surface. Windows are modulated by four interior metal screen-style claustra aligned with the entrance, creating a discreet, comfortable break from the outside world.

Perspectives are organized along two axes parallel to the storefront with a circular space in between acting as a pivot. Upon entering the store, in the hushed lighting of the signature Grecques, visitors are welcomed by women's silk, perfume, beauty, and fashion jewelry. Outlined by a soft grid, the neighboring area presents the men's silk and homeware collections. On this first axis, the perspective points toward a room that looks like an open landscape, dedicated to leather and equestrian accessories. The central circular space, focusing on men's and women's shoes, introduces the second axis with men's and women's ready-to-wear. The tour ends at the centerpiece, the jewelry and watches area, whose intimate golden setting is visible from the entrance.

Inspired by the Lombard lakeside town, the Parisian architecture agency RDAI combines land and water in a welcoming environment. The overall colors are a nod to the landscape reflection on Lake Como, enhanced with blurs and gradients. The floor is made of light terrazzo mixing white and warm marble chips with mother-of-pearl. The first space has a mosaic carpet reminiscent of sparkling waters with a white and blue Faubourg pattern, while each room features a bespoke wool rug bearing the *encyclie*'s rippling signature. Contributing to this tranquil atmosphere, the main walls are made of Italian stucco with a dense, mineral texture whose bright tones accentuate the contrast, while other areas follow a color gradient. For a moment, under its inverted dome ceiling, the space resembles a droplet of water.

The playful decor is composed of two silk carrés hanging on the façade and several artworks, which fill the whole space with warm Mediterranean tones. Part of Hermès' Oïkos Lab upcycling initiative, panoramas paintings, by the French artist Flora Moscovici, give a harmonious and immersive frame to the colorful collections in different areas. Originals from the Hermès collections put the finishing touches on the whole setting. Prints by French photographers Julie Peiffer and Samuel Gratacap stand alongside Italian designer Gianpaolo Pagni's *Jeu des Omnibus Remix* carré and playing cards by French graphic designer Cassandre. Two equestrian scenes by English painter Joshua Dighton echo the silk square *And the Winner Is* by Greek designer Elias Kafouros and shots of racehorses by French humanist painter Robert Doisneau.

Highlighting the colorful heritage of an iconic establishment, Hermès invites loyal customers and new visitors to step into the richness and modernity 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 30<sup>th</sup> June 2023

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