

PRESS RELEASE

Paris, 15th December 2023

HERMÈS ANNOUNCES THE REOPENING OF ITS RENOVATED AND EXPANDED STORE AT THE SHILLA HOTEL IN SEOUL, SOUTH KOREA

On 15th December 2023, Hermès is delighted to unveil its renovated store in Seoul's legendary Shilla Hotel, nestled in a bucolic setting in the heart of the city. Inspired by Korean traditional houses, the two-storey space blends tradition and contemporaneity, thanks to the influence of the Dansaekhwa artistic movement. As Hermès' very first address in Korea in 1997, a country hosting now 19 addresses, this location is a reflection of the capital, effervescent and cosmopolite.

At the top of a hill, the Shilla Hotel, named after the eponymous dynasty, is an emblem of Korean refinement. Its façade is adorned with blue-grey enamel ceramics alongside the glass of the display windows, which let in natural light. The awning has been redesigned in patinated bronze.

Greeted at the entrance in the hushed lighting of the signature Grecques, visitors encounter the silk area, with its shimmering carrés, next to the fashion jewellery. On the other side of a wooden perforated grid, we discover the leather and equestrian areas. The entire wall of the home universe is covered in warm Havana stucco, which sets the tone on both levels. Touches of blue on the carpets point towards the men's area as well as its fitting room and the private salon.

Leading to the lower level, the staircase is surrounded by a creation specially designed by the Korean textile designer Hyunjee Jung. This staircase in powder pink hues marries the terracotta wall made of several layers of traditional *myungjoo* silk, reminder of the Bojagi art. To the left of the entrance, women's shoes stand next to the jewellery and watches areas with woven leather walls, as well as the private salon. These areas are surrounded by transparent bay windows that open onto an adjoining garden designed by landscape architect Jeong Wook-Ju so as to evoke nature and the proximity of Mount Namsan.

Singular in its architecture, the renovated store designed by the Parisian architecture agency RDAI, was inspired by the Hanok, the traditional Korean house, with its anthracite tile roofs. The decor is grounded in the softness of a rust-coloured palette and leans towards monochromes and textures in the image of the Dansaekhwa artistic movement. Delicate touches of pink and blue inlaid in the light terrazzo floor throughout the store echo the traditional Faubourg pattern. Cherry wood furniture provides added warmth to the rest of the atmosphere.

On the ground floor, two large windows joyfully celebrate the horse Pegasus and its enchanted wings, unveiling objects from the current collections, inspired by Keita Suzuki's original idea. On both floors, drawings and engravings from the Émile Hermès collection around the equestrian theme adorn the walls, alongside photographic contemporary works by Finnish Pentti Sammallahti, Argentinian Nicolas Silberfaden and American Saul Leiter.

At the foot of the mountains, in this unexpected place in Seoul that brings together loyal customers and new visitors around Korean hospitality, Hermès invites to discover ancestral know-how and dive into the Parisian house's contemporary creations.

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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