

PRESS RELEASE

Paris, 27th February 2024

HERMÈS STRENGTHENS ITS PRESENCE IN TOKYO WITH A NEW AZABUDAI HILLS STORE, WHERE NATURE AND JAPANESE ARCHITECTURE CONVERGE

On 29th February 2024, Hermès is delighted to reveal its stand-alone store in Azabudai Hills, an exciting new development. Immersed in the natural world, visitors will discover the diversity of the house's sixteen métiers amidst welcoming and luminous interiors that highlight local savoir-faire. The store is housed in a two-storey building and surrounded by an urban oasis of parklands, gardens, and city accommodations.

The new store is cloaked in a semi-transparent glass façade veiled in delicate *washi* paper, hand-treated by artisans to create a flowing effect that moves from opaque to transparent. The paper is backed by a layer of luminous panelling inspired by *haku*, a traditional gold-leaf technique. By night, the store glows like a garden lantern; by day, the store's lively interiors are visible from the park.

One entrance leads to the men's universe, which connects to a central open space where the leather goods, jewellery and watches, and equestrian collections are displayed. The second entrance reveals the women's universe and women's silk, which are situated alongside perfume and fashion jewellery. The emblematic Faubourg mosaic frames each entrance and transforms into patterned beige granite and terrazzo pavement with Parisian and Japanese allusions. This grand floor houses two fitting rooms and a dedicated private salon. Upstairs, another private area flows out onto a fragrant rooftop garden planted with trees – a nod to the original rooftop garden on faubourg Saint-Honoré in Paris.

Designed by the Parisian architecture agency RDAI, the store draws on a reverence for nature as well as Japanese architectural traditions, which blur the boundaries between interior and exterior living. Craft techniques harness local materials to reinterpret and complement the established architecture of the house. The presence of nature is felt throughout the store, whether in the panelled cherrywood walls, in the deep-green tinted bamboo marquetry reminiscent of forests, or in the carpets, whose lively autumnal tones evoke fallen leaves.

Artworks from the Émile Hermès collection and the Hermès collection of contemporary photographs complement the decor. These include illustrations by the French Jochen Gerner as well as nature photography by the American Terri Weifenbach and the French Maxence Rifflet. *Petite Bulle* (2022), a ceramic sculpture by the French artist Sylvie Auvray, greets guests on the terrace as part of an exhibition programme, which will revolve annually. For the opening, local architects Maki Onishi and Yuki Hyakuda from O+H created vivid pictorial scenes crafted from a patchwork of Hermès silks, ties, and leather off-cuts that animate the windows to enchanting effect.

Strengthening its presence in an evolving city, Hermès invites its loyal customers and new visitors to discover the breadth and modernity of its collections in an environment that conveys the spirit of creativity and exceptional 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 60 workshops and production sites and to developing its network of 294 stores in 45 countries. The group employs 22,000 people worldwide, including 13,700 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 31st December 2023

[hermes.com](https://www.hermes.com)

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Opening hours: 11 a.m. to 7 p.m. (closed on Monday)