

PRESS RELEASE

Paris, 29th February 2024

HERMÈS OPENS A NEW EXPANDED STORE IN KUALA LUMPUR, MALAYSIA, UNVEILING A BESPOKE DESIGN THAT CELEBRATES LOCAL ARCHITECTURE AND CRAFT

On 1st March 2024, Hermès is delighted to reopen the doors of its renovated and expanded store in The Gardens Mall in Kuala Lumpur, Malaysia. Almost a decade after the opening of the original, this second store reveals a new spacious design to welcome the house's sixteen métiers. The design, underlined by a deep connection between the natural world and traditional craftsmanship, features an evocative use of materiality and colour that brings out the authenticity of the local culture.

Located on the ground floor of the Gardens Mall, the store unveils a façade made of an intricate assemblage of bamboo and cane, reminiscent of traditional and local weaving. Their rhythmic patterns liven up the windows of the store, accessible via two entrances. The natural light, the curved of the walls and the recessed ceiling lights indicate the way through each métier. Traditional Malaysian vernacular architecture is echoed in the distinct flooring and partitions. The Grecques lighting as well as the emblematic Faubourg mosaic are reinterpreted and rendered for the first time in bamboo marquetry on variant shades.

Visitors discover the silk universe at the main entrance before encountering on the left side the perfume and beauty area, animated by a backdrop of ombré lacquered wood and followed by the homeware collections. A central lounge connects the leather goods and equestrian accessories spaces to the jewelry area. The ready-to-wear universe, located at the back of the store, houses two fitting rooms.

The renovated store design, envisaged by the architectural agency RDAI in Paris, combines ancestral Malaysian crafts with that of the house. Locally sourced materials, which are used throughout the entire space, are harnessed and employed in contemporary ways. The beauty and warmth of the wood are enlivened by a sun-drenched colour palette in gradient hues of deep yellow, ombre and rust. Lively carpets with hand-tufted textures animated with a pixelated batik print underline the homeware, jewelry and ready-to-wear collections. The walls of more intimate spaces, such as private rooms and fitting rooms, are clad in raw silk paneling in champagne and deep orange hues.

The decor is complemented by etchings, illustrations, and painted canvases from the Émile Hermès collection, including vivid graphic paintings by the French artist Paul Fleury. These sit alongside contemporary works by the French photographer Thierry Ardouin and carré prints by the Polish illustrator Jan Bajtlik. For this reopening, a special window display of hand-made puppets reimagines "Wayang Kulit", the traditional Malaysian theatre, with a modern twist to illuminate the 2024 theme In the Spirit of the Faubourg.

Established in the centre of the vibrant city of Kuala Lumpur, Hermès invites loyal customers and new visitors to discover the breadth and modernity of its creations in a unique and welcoming environment that combines inspiration with exceptional know-how.

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)

Hermès Malaysia The Gardens Mall
G-203A, G-203B & G-205, The Gardens Mall,
59200 Kuala Lumpur.