

PRESS RELEASE

Paris, 27th June 2024

HERMÈS UNVEILS ITS NEWLY RENOVATED AND EXPANDED STORE IN NANTES (LOIRE-ATLANTIQUE), LOCATED IN THE PASSAGE POMMERAYE, AN EMBLEMATIC ARCADE IN THE CAPITAL OF THE PAYS DE LA LOIRE REGION

Hermès is pleased to announce the reopening of its store in Nantes on 27th June 2024. Located in the Passage Pommeraye since 2011 and inspired by the architecture of this iconic building, the renovated store reaffirms Hermès' attachment to its local customers and displays the creativity of its métiers.

The abundance of Hermès creations revealed in a unique setting

On entering, visitors discover a one-storey store with a warm atmosphere that invites them to explore the diversity of the collections. A statement to all the métiers and a reference to the original ornamentation of the arcade, the acanthus leaf unfolds from floor to ceiling. On either side of the entrance, fashion accessories and equestrian goods are framed with sandblasted oak wood featuring the chiselled foliage. Plant motifs in cream-coloured staff adorn the walls behind the shoe area, which adjoins men's and women's ready-to-wear. Between the two, in the ivory fitting room, the acanthus leaf motif is repeated on fabric panels, which are also present in the watches and high jewellery area on the opposite side of the store. From the centre to the right of the store, fragrances, homeware, ready-to-wear and leather goods are displayed.

Architecture inspired by the dreamlike atmosphere of the arcade

A historic listed building, the arcade is the key inspiration for this new space. Designed by the architecture agency RDAI, this complete renovation has given the store a new dimension. The omnipresence of oak brings the facades and interiors together harmoniously. Wide, curved windows let in natural light, echoing the vaulted ceiling of the arcade's immense glass roof.

In a nod to the Hermès flagship store at 24, rue du Faubourg-Saint-Honoré in Paris, the floor mosaic, illuminated by the Grecques lighting, is here dotted with cabochons in oak or reddish-brown cabreuva wood that echo the colours of the arcade's shop signs. A series of rugs made in Burgundy reinterprets the abundant acanthus leaf motif.

In keeping with its responsible approach and its ambition to anchor the store in the local landscape, the house has called on French craftsmen with exceptional skills, and has chosen materials sourced mainly from Brittany, Loire-Atlantique and Burgundy. In a spirit of circularity, cabreuva wood has been reclaimed from previous lots. The side tables are made in Brittany from lava stone in a colour palette ranging from black to chestnut.

An artistic dream

The Passage Pommeraye has been the setting for a number of films, notably by the directors Jacques Demy and Jean-Loup Hubert. This dreamlike world has inspired the selection of works carefully chosen to decorate the space. Technical drawings, flying machines and equestrian acrobatics from the Émile Hermès collection come together harmoniously, each echoing the industrial poetry that characterises the arcade.

These include an oil painting of a ship on the estuary by an artist and sailor from Nantes named Charles Leduc, the photograph *L'estuaire de la Loire* from the Hermès collection of contemporary photographs by 1950s humanist photographer Robert Doisneau and works by Jules Verne, a native of Nantes and the embodiment of nineteenth-century modernity.

The store's window displays have been created by the creative design studio Noa Verhofstad, based in Amsterdam, and are laid out like a parade of Hermès objects.

Hermès invites loyal customers and new visitors alike to Nantes, a city of art and history steeped in a multitude of regional influences, to discover the excellence of its craftsmanship and the creativity 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 60 production and training 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 7,300 are craftspeople*. 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, education, training and the transmission of savoir-faire, biodiversity, and the preservation of the environment.

* As of 31st December 2023