

PRESS RELEASE

Paris, 8th August 2024

HERMÈS ANNOUNCES THE REOPENING OF ITS RENOVATED STORE IN MELBOURNE (AUSTRALIA) WITH A DÉCOR INSPIRED BY THE CITY'S NATURAL ENVIRONMENT

On 8th August 2024, Hermès is delighted to announce the reopening of its renovated and expanded Melbourne store. Opened on Collins Street ten years ago, the store is one of six in Australia, where the house has had a presence for nearly four decades. Inspired by the city's European architecture as well as its landscapes and coastline, the bespoke design of the store entices visitors to discover the house's different métiers.

Situated at the corner of Collins Street and Exhibition Street, the store features a line of arched windows that bring lightness to the space. Preserving its unique façade the heritage-listed building welcome visitors with a deep transitional space between the city and the store's detailed decor with the traditional Grecques lights and the emblematic Faubourg mosaic. Inside, men's and women's silks are displayed alongside fashion jewellery and perfume, all nestled in a green cocoon adorned with leaf motifs. As guests delve deeper into the store, they discover an alcove covered with a woven pattern carpet inspired by the bark of the native Australian eucalyptus tree, where the house's leather goods, watches and jewellery collection are showcased. The equestrian universe is nestled at the bottom of the staircase leading to the first floor, where the home collection, men's ready-to-wear and shoes are displayed, followed by the women's universe.

Designed by the Parisian architecture agency RDAI, the renovated store presents a light and verdant environment. On the ground floor, the natural wood and the bespoke fabrics' spectrum of greens create the feeling of being immersed in a tropical rainforest. Upstairs, in a smooth transition, warmer floral tones of orange, ochre and pink evoke the vibrant hues of spring.

Complementing the décor are artworks from the Hermès collection of contemporary photographs and the Émile Hermès collection such as Portrait of the Scorpion Horse by the English painter Francis Sartorius. For the opening, the French artist Hubert Crabières transforms the window scenography of the store into The Faubourg Enchantery. Playing with the stillness and permanence of photography printed on a moving fabric, this décor draws inspiration from Hermès' theme of the year, In the spirit of the Faubourg, along with the artist's memories and postcards of Melbourne.

Remaining faithful to its humanistic values, Hermès is pleased to support *Visionary Images*, a local non-profit organization, with the limited-edition scarf by the English illustrator Jonathan Burton, a representation of boundless freedom within creation. The Scarf, *Hermès Parade*, will be available exclusively at Collins Street boutique, proceeds will be donated towards the institution dedicated to encouraging young people experiencing hardship to express themselves through art as well as promoting their work.

The renovated Melbourne store offers a unique interpretation of the house know-how, inviting loyal customers and new visitors to discover Hermès' contemporary creations through the singular craftsmanship of the house.

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 next to 300 stores in 45 countries. The group employs 23,200 people worldwide, including 14,300 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 30th June 2024

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