

PRESS RELEASE

Paris, 23rd October 2024

HERMÈS UNVEILS ITS NEWLY RENOVATED STORE IN SHENZHEN'S MIXC SHOPPING MALL, CREATING A SERENE AND LIVELY ENVIRONMENT

On 23rd October 2024, Hermès is delighted to reopen the doors of its expanded and newly relocated store within Shenzhen's landmark MixC mall, located in the heart of the dynamic city's Luohu Central Business District. This store is one of Hermès' 34 locations in China and welcomes the house's sixteen métiers in a luminous, nature-inspired space.

The façade, clad in jade-coloured enamel and ceramic pillars evocative of lofty bamboo, conveys a sense of movement through the interplay of light and shade. Large street-level windows punctuate a shimmering green exterior that invites visitors to step inside.

Set over one voluminous floor, natural light plays off curved spaces, high ceilings and a soothing palette of neutral tones. At both entrances, visitors are greeted by the Faubourg motif, set in joyful amber, green and mother-of-pearl terrazzo. In an ambiance softened by abstract rugs, visitors encounter the women's silk universe and fashion jewellery. On the right, enameled floral tiles adorn the walls of the beauty and perfumes area. The home and equestrian areas lead to the women's universe, men's universe, and leather goods. Jewellery and watches find their place in a contemporary space outfitted by botanically inspired carpets. Each universe is defined by subtleties of craftsmanship and lighting, offering an engaging journey through diverse atmospheres. Throughout these encounters, elements ranging from bamboo weaving to porcelain craft celebrate the region's local know-how and heritage.

Designed by Parisian architecture agency RDAI, the store's expansive design draws inspiration from Shenzhen's innovative spirit. Organic shapes merge with refined textures, subtle details and natural colours, to create a sense of synergy and harmony.

The décor is enhanced by a selection of artworks from the Émile Hermès collection. Charming forests painted by French artist Jean-Luc Favero hang alongside eccentric watercolours by modern French illustrator Alain Biet. Compelling images from the Hermès Collection of Contemporary Photographs include Coumenoole, Ireland, 1978, a cinematic black and white landscape with horses by Finnish photographer Pentti Sammallahti.

Enhancing its presence in Shenzhen, Hermès invites loyal customers and new visitors to explore the diversity of its métiers in a serene space with natural accents that highlights the creativity of the house's collections.

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 close to 300 stores in 45 countries. The group employs 23,200 people worldwide, including 14,300 in France, of which over 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

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

Hermès Shenzhen Mixc Store
L1, Shenzhen Mixc Phase II, 1881 South Baoan Road,
Luohu District, Shenzhen, China
Tel: 400 090 6610