

PRESS RELEASE

Paris, 30th October 2024

HERMÈS UNVEILS ITS NEW BOUTIQUE IN ATLANTA, USA, REFLECTING THE VIBRANT CITY'S ARTISTIC ENERGY

On October 30th, 2024, Hermès is delighted to announce the opening of its relocated boutique on the ground floor of Phipps Plaza, the house's sole address in the city and one of forty-one in the United States. The store strengthens Hermès' presence in a city famed for its cultural traditions and contributions to art, music, and film. True to Atlanta's creative spirit, the bespoke interiors entice visitors to explore the house's sixteen métiers in a space animated by the surrounding urban murals and thriving art scene.

The façade features terracotta bricks shading from dark brown to almond, arranged in a pixelated gradient inspired by Georgia's rugged red canyons, and stands beside bay windows cloaked in sheer patterned fabric that softly brighten the space. At the main entrance, visitors are drawn in by the floor's signature Faubourg mosaic in beige, blue and green ombre, along with Grecques lighting, which guides them to the colorful silk universe and fashion jewelry. On the left, a decorous space reveals the homeware, leather goods and equestrian collections. To the right of the entrance, a perfume and beauty passageway is clad in warm red terrazzo, with a softly squared opening that connects to the shoe universe atop a circular rug fading from green to natural clay. This area is bordered with women's and men's ready-to-wear, and a jewelry and watches salon fitted with a vibrant carpet.

Imagined by Parisian architecture agency RDAI, the boutique's colorful interiors marry the city's street art with the fluidity of its natural landscapes. Expansive openings and a central pathway encourage a natural flow between rooms, while curved displays and lighting coves soften the bold colors. Each room is defined by distinct palettes to evoke different atmospheres, balancing light beige with deep taupe, salmon pink, earthy red and clay, while upholstered and coated walls create tactile details throughout.

The décor is enhanced by curated artworks and photographs from the Émile Hermès collection and the Hermès Collection of Contemporary Photographs. To complement the boutique's visual narrative, the house has collaborated with French artist Lena Hilton on a series of bold abstract paintings that enliven each room. Bursting with layer upon layer of paint-splattered gradients, these large-scale canvases amplify the interiors' shifting tones and are charged with movement and Atlanta's rhythmic energy. Alongside these are Italian artist Gianpaolo Pagni's *Hippomobile*, which reimagines an elongated multicolored horse, and Greek artist Elias Kafouros' *Chevaloscope*, a hand-painted composition of retro neon signs that form a horse's mane.

Hermès invites loyal customers and new visitors to explore the contemporary creations of the house in an environment that brings together the city's vibrant rhythm with the excellence of the house's craftsmanship and its spirit of innovation.

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 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

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