

PRESS RELEASE

Paris, 27th November 2024

HERMÈS OPENS A NEW STORE IN LILLE, AT THE CROSSROADS OF EUROPE, INSPIRED BY THE FLEMISH RENAISSANCE

Hermès is pleased to announce the reopening of its Lille store at its new address, 23-25 rue des Chats Bossus. This expanded space showcases collections from all of Hermès' sixteen métiers and is located within an architectural complex dating back to the fifteenth and sixteenth centuries, just a few minutes' walk from the store's original address. With this reopening, Hermès demonstrates both its confidence in the French market and its deep attachment to the "capital of Flanders", where the Parisian house has been established since the 1950s.

A sophisticated setting worthy of Hermès' sixteen métiers

The Hermès collections are laid out in all their diversity over two levels across a succession of distinctive spaces: a street-facing building, a covered inner courtyard and a Renaissance building. The large entrance space is home to fashion jewellery and women's and men's silk. On the left, a more intimate area houses the fragrance and beauty métiers. Leather goods are presented at the heart of the store beneath a gabled glass roof. In the back, facing the garden, Hermès' collections for the home are nestled in a setting that invites contemplation. On the first floor, an amber glass screen – echoing the historic stained-glass windows of the building's Renaissance architecture – subtly separates men's and women's ready-to-wear from watches and jewellery, offering each a unique space bathed in light.

An atmosphere inspired by the Flemish Renaissance

Inspired by the Flemish Renaissance and by the works of the artist Pieter de Hooch in particular, the store's interior design combines plays on light, vibrant colours and soft fabrics, which are typical of interiors from this period. Patterns created in stone and ceramic on the floors inspired by these masterpieces contrast with the weaves of large, graphic and contemporary rugs that feature enlarged details from certain paintings. To adorn the store's party wall, textile designer Aleksandra Gaca has created brightly coloured fabrics with a raised pattern that recalls the city's characteristic brickwork. Emblematic architectural elements, such as the Grecques lighting and the ex-libris mosaic from the Faubourg store, have also been seamlessly incorporated into these interiors.

An architectural approach respectful of local heritage

Connecting the bustle of rue des Chats-Bossus with the tranquillity of Notre-Dame-de-la-Treille cathedral grounds, the new Hermès store is assimilated into a listed architectural complex. The Parisian architecture firm RDAI set out to create an immersive sensory experience and to restore the building's original character in collaboration with Architectes des Bâtiments de France. In keeping with its responsible commitments, Hermès has consciously incorporated this project into the city's fabric through its choice of partners. These expert artisans have renovated the cornices and pediments in the inner courtyard and carved a new solid wood main door – historically a carriage entrance – and restored it to its original position to re-establish the view through to the garden.

Artworks in the windows and inside the store

To bring the store's window displays to life, Hermès worked with the Brussels-based artistic duo Agnes et Anthony, who have revisited the legendary Hermès store on rue du Faubourg-Saint-Honoré in miniature, turning it into a fun and humorous night-time convenience store. A carefully curated selection of artworks pays tribute to the region, including photographs taken in Lille by Robert Doisneau and still lifes by the artist Patrick Faigenbaum. Equestrian objects and lithographs of colourful silhouettes by Sonia Delaunay, all from the Émile Hermès collection, underline the uniqueness of this interior.

Hermès invites loyal customers and new visitors to come and discover this new address in Lille, where exceptional know-how and contemporary creation come together to spark the imagination and stimulate the senses.

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