

PRESS RELEASE

Paris, 12th December 2024

HERMÈS UNVEILS ITS RENOVATED AND EXPANDED STORE IN NAPLES, ITALY INFLUENCED BY THE VIBRANT MEDITERRANEAN CITY

On 12th December 2024, Hermès is delighted to reopen the doors of its renovated and expanded store in Naples on Via Filangieri in Chiaia. Present in this landmark building at the historic heart of the city since 2002, this store is one of twelve in Italy. Drawing inspiration from Parthenope, the mythological sea siren and Mother of Naples, the boutique presents the house's métiers in a colourful environment.

The Art Nouveau building's protected exterior incorporates its original Liberty style. Figureheads of Roman gods are carved into the ornate façade high above the street. Five large windows illuminate the store, diffusing sunlight through semi-sheer screens of lacquered beads.

The spacious interiors are inspired by the building's history. The main entrance welcomes visitors into the women's and men's silk universe, as well as the fashion jewellery and perfume areas. To the right is an intimate space dedicated to the home collection, followed by luminous blue alcove with plush hand-tufted carpets where the leather goods, jewellery and watches are found. Past the private salon, men's, and women's ready-to-wear, along with men's and women's shoes, create a compelling atmosphere in an open space with visibility all around.

Envisioned by the Parisian architecture agency RDAI, the store pays homage to the Bay of Naples, the majestic Mount Vesuvius and the city's pulsing energy. Emblematic details – the traditional Grecques lights and the Faubourg mosaic – are inlaid in blue on speckled terrazzo. A sun-drenched palette of bright blues, yellows and golds harmonises with the shimmering wood and ceramic present in the store's design. Silk and stucco blend with cool marble, reflective metal and fin-shaped tiles featuring an iridescent mother-of-pearl effect.

An eclectic mix of art and photography from the Hermès collections further nourishes this creative synergy. A one-of-a-kind mosaic designed by Antoine Carbonne and crafted by Mehdi Benedetto, highlights ancient roots of craftsmanship and the mythological tales of the Odyssey.

The work of prolific Hermès designer Hugo Grygkar is represented with a 1957 Brides de Gala scarf, which expresses the connection between the house's identity and the Parthenope siren, depicted on the pairs of horse collar hames from a harness made for Joachim Murat's carriages, part of the Émile Hermès Collection. A captivating panoramic view of Naples' sea by local Neapolitan photographer Mimmo Jodice displays the local timeless beauty.

In the windows of the store American artist Taylor Colantonio celebrates with a humorous twist the marine landscapes of the Mediterranean bay. Using the papier mâché technique and by expressing his humor, giving life to ancient treasures falling on the seabed, and among them Hermès objects.

Hermès invites loyal customers and new visitors to explore the house's craftsmanship and the diversity of its objects in a radiant new lively environment.

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

hermes.com

Hermès Naples
Via Gaetano Filangieri, 53/57 Napoli