

PRESS RELEASE

Paris, 19th December 2024

HERMÈS UNVEILS ITS RENOVATED STORE IN SHENYANG, CHINA, IN THE MIXC SHOPPING MALL, EXPRESSING THE DYNAMIC JOURNEY OF SEASONAL LANDSCAPES

On 19th December 2024, Hermès is delighted to reveal its newly renovated store at MixC Mall in Shenyang, one of the most historical and cultural prominent cities in northeast China. The refreshed and only store in the city showcases Hermès' sixteen métiers in an immersive, nature-themed setting. In a rhythmic murmur, the bespoke design reimagines migrating birds soaring through the city's shifting seasons, making use of radiant colours, diverse textures, and vibrant contrasts.

The façade is punctuated with ice-blue and dark blue lacquered columns that vary in tone and density, displaying a pattern reminiscent of birds' graceful flight formations. Their interplay of opacity changes with every viewpoint to draw natural light into the store and entice visitors inside.

A luminous open space spans two floors, creating a serene ambiance where wintery whites are splashed with earthy colours that echo the rhythm of the seasons. The two store entrances greet visitors with the signature Faubourg mosaic, which is embedded in lustrous mother-of-pearl terrazzo and lines the floor of the women's silk area. A sunset wall fading from ochre-yellow to soft peach draws the eye to the beauty and perfumes area and passes by fashion jewellery. To the right, the homeware and equestrian collections lead to leather goods, men's ready-to-wear and shoes. Each universe is accented with fiery red, orange, and pink abstract rugs that nod to Shenyang's autumnal red and spring blooms, the warm tones contrasting with the cool-coloured wall fabrics. A spiral terrazzo staircase ascends to the first floor, revealing the women's universe, as well as the jewellery and watches areas. This level's walls are wrapped in mineral stucco, whose shades of silver-grey and ivory enhance the space with organic textures.

Envisioned by Parisian architecture agency RDAI, the contemporary design unfolds with painted and layered partitions that provide a dynamic ambiance, guiding visitors through a journey of changing landscapes and natural colours. Soft curves, gently highlighted by luminous coves, trace the surface and the ceilings, offering a warm environment in which to discover each métier. The house's spirit shines through the iconic Grecques lighting fixtures and ex-libris set into the floor.

The store is adorned with artworks from the Émile Hermès collection and the Hermès Collection of Contemporary Photographs. Lithographed plates of French artist J. C. Werner's elegant bird watercolours, alongside Mexican photographer Graciela Iturbide's *Pájaros con árbol*, a striking black and white photograph of a flock of birds blending with a tree, deepen the store's narrative. These works hang beside French artist Pierre-Olivier Dubaut's *Le Départ des Drags*, a scene of a horse and carriage that hints to the house's equestrian heritage.

Hermès invites loyal customers and new visitors to discover its unique collections in a harmonious, artful space that unites its presence in an important Chinese city with the house's excellence in craftsmanship and 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

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

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