

PRESS RELEASE

Paris, 9th January 2025

HERMÈS REOPENS ITS DOORS IN BANGKOK'S CENTRAL EMBASSY RETAIL CENTRE, PAYING TRIBUTE TO THAILAND'S NATURE AND CULTURAL WONDERS

On 9th January 2025, Hermès is pleased to announce the reopening of its renovated store in Bangkok's Central Embassy, a unique architectural landmark in the heart of the capital. Now expanded, it is one of three stores in the city. With its sleek, curvilinear structure rising above the skyline, the store provides a contemporary setting in which to display the house's sixteen métiers. This design reinvention references the abundant bamboo formations and luscious tones that characterise Bangkok's traditional architecture.

Spread across two spacious floors, including a newly extended level, the façade is clad in lacquered champagne-coloured inserts evocative of spliced bamboo stems that filter shifting daylight into the store. The signature Faubourg mosaic, in shades ranging from caramel to cream-beige, subtly graces the floor at the entrance. Beauty and fragrances are nestled within a curved nook that flows into women's silks at the heart of the store. Fashion jewellery is displayed to the right, while on the left, the equestrian and home collections connect to a partially encircled leather goods area, offering a serene ambience. A terracotta terrazzo staircase ascends to a warm and inviting first floor with women's and men's ready-to-wear, along with men's silk. The shoe universe sits atop a bold graphic rug that faces the jewellery and watches salon, which is adorned with round pattern carpets in sand tones and glazed details.

Envisioned by the Parisian architecture agency RDAI, the store presents a calm and immersive environment designed through a contemporary lens while upholding the house's traditions by integrating hallmark details. Wood screens, a shimmering palette and locally crafted carpets carve a rhythmic passage that transitions between the architecture of the space and the vivid tones of the house's craftsmanship.

Expanding on the house's enduring themes of nature, a diverse selection of artwork from the Émile Hermès collection decorates the store. Galloping three-dimensional horse sculptures in skeletal wire formations by French sculptor Marie Christophe are suspended in motion going down the staircase. French artist Cécile Baillot-Jourdan's geometric abstract illustrations depict vibrant circular motifs, and French photographer Tadzio captures a graceful dancer in stark black and white.

Hermès invites visitors to immerse themselves in the heart of the house's creative universe, where its craftsmanship continues to broaden the scope of its timeless creations.

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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