

PRESS RELEASE

Paris, 14th February 2025

HERMÈS UNVEILS ITS NEW STORE IN FLORENCE, ITALY, PAYING TRIBUTE TO THE CITY'S CULTURAL TRADITIONS AS A DESTINATION OF EMOTIONS

On 14th February 2025, Hermès is delighted to announce the opening of its new store, expanded and relocated in the heart of Florence. First opened in 1991, and one of twelve stores in Italy, the setting at the corner of Via degli Strozzi and Via dei Vecchietti displays Hermès' sixteen métiers across two levels, celebrating the connection between craftsmanship, the house's creativity and the city's cultural identity.

Architectural elements of the Renaissance building's facade still endure from 1578. Honouring the palazzo's classic Florentine features, the decorative building has been carefully restored and enhanced, its illuminating exterior and large windows enticing visitors inside.

Local hallmarks abound in the spacious interiors, from the harmonious confection of polychromatic marble to geometric motifs, constructive elements and a native palette of natural terracotta and greens. The welcoming main room, featuring the signature Faubourg pattern at the heart of a geometric interplay, offsets the women's and men's silk universes and fashion jewellery. Hand-painted lines lead to the home universe and continue on to the men's universe, which is underpinned by soothing greens and a tufted rug. To the right of the entrance, the perfume and beauty passageway shimmers with terracotta-glazed and handmade tiles.

An elliptical curved marble staircase with a leather-covered wooden handrail leads to the second floor. Here, an intimate atmosphere is created beneath a copper lacquered ceiling, with the women's shoes and equestrian universe opening onto women's ready-to-wear and a private salon. To the left, the jewellery, watches and leather goods areas unfold in a bright space enhanced with unique textiles.

Created by the Parisian architecture agency RDAI, the store's design presents a calm and immersive environment for each room, connected by marmorino passageways. Through a marriage of stucco, marble and geometric custom carpets, the store pays homage to Italy's renowned design heritage. Together with the house's emblematic ex-libris and Grecques lighting, a new destination unfolds.

The store's décor is enhanced by a selection of artworks from the Émile Hermès collection. The preparatory drawing for the carré *Le Pégase d'Hermès* is one of several pieces by Christian Renonciat. Images from the Hermès Collection of Contemporary Photographs include natural landscapes by Italian photographer Paola De Pietri and American Alex MacLean, which harmonise with antique works like an Etruscan bit and a Luristan bit from the eight century B.C.E. Adorning the leather goods area, *Paperole*, a specially commissioned wood panel by Anglo-Japanese artist Christian Hidaka, sees a twenty-first-century interpretation of a carriage with a lone papier-mâché coachman at the reins with his horses.

Reinterpreting the city within its window displays, Italian designer Andrea Mancuso brings life to household objects, balancing the fantastical with the ordinary. This miniature city uses midollino weaving techniques, drawings and an exploration of cultural legacy. The central windows reveal

a symbolic horse and carriage, reflecting the house's relationship to craftsmanship, equestrian heritage and timeless elegance.

Hermès invites loyal customers and new visitors to discover its contemporary creations in an environment that marries Florence's artistic rhythm with the creative spirit and excellence of the house's craftsmanship.

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 25,185 people worldwide, including 15,556 in France*. 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 31st December 2024

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