

PRESS RELEASE

Paris, 13th March, 2025

HERMÈS UNVEILS ITS RELOCATED STORE IN JAKARTA, HONOURING INDONESIA'S ENVIRONMENT AND CRAFT

On 13th March 2025, Hermès is pleased to announce the opening of its relocated Jakarta store at Plaza Indonesia mall. The elegant space is inspired by the vibrant colours, reflective scales and graceful shapes of Indonesia's biodiversity. Jewel tones and rhythmic details set a radiant scene to present the creativity of the house's sixteen métiers and invite organic discovery.

The segmented façade features an artfully arranged design that sculpts a three-dimensional wave-like pattern. Teal-green ceramic tiles create a sense of movement alongside semi-sheer rattan screens traced with flowing curves, which offer glimpses into the vibrant interiors.

The main entrance greets visitors with the house's Faubourg mosaic in a gradient of blue, copper and green embedded in the floor of fashion jewellery, along with women's and men's silks, and surrounded by the home collection and the beauty and perfume area. Guided by bespoke geometric wood flooring, the equestrian and leather goods collections are framed by fabric-covered panels evoking the caress of a butterfly's wings. In colourful settings, the shoe universe sits within serene enclaves showcasing women's and men's ready-to-wear. Hand-carved green and gold lacquered wall panels unveil the jewellery and watches salon, while hand-tufted carpets create harmony in the store, underlining its deepness and texture at every turn.

Envisioned by Parisian architecture agency RDAI, the store integrates local craftsmanship through hand-woven gradient wall fabrics and furniture rendered in light cloth and wood. Stucco and dappled walls combine raw grains with muted teal tones and colourful accents. The emblematic ex-libris and Grecques lighting weave the house's identity into the space.

The décor's visual dialogue is deepened with curated artworks from the Émile Hermès collection and the collection of contemporary photographs. Brimming with electric colour and intensity, lively creatures by Polish artist Jan Bajtlik animate Indonesian wildlife through a series of vibrant creatures from the *Sweet Dreams* carré. Continuing the natural theme, a nineteenth-century illustration of a man formed of winged insects titled *The Entomologist* is a mythical imagining of garden fauna.

The store's creative synergy is expressed in a collaboration with Indonesian art collective Tromarama on a series of surreal, travel-inspired window displays. Captivating imagery unite the house's equestrian heritage with the city's vibrant rail network. The scenes transform train interiors into lively dreamscapes, incorporating objects and animated films to map a dynamic journey.

Hermès invites loyal customers and new visitors to explore its contemporary creations in an immersive surrounding connecting Indonesia's natural wonders and artisanal practices with the house's innovative spirit.

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

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

Hermès Plaza Indonesia
JL. MH. Thamrin n.30 Jakarta Pusat,
10350 Jakarta, Indonesia