

PRESS RELEASE

Paris, 31st March 2025

HERMÈS UNVEILS ITS NEWLY RENOVATED AND EXPANDED STORE IN TAICHUNG, TAIWAN, SHOWCASING THE BEAUTY OF NATURE AND LOCAL ARTISANAL TRADITIONS

On 31st March 2025, Hermès is delighted to announce the reopening of its new store in Taichung, which first opened its doors in 2012 in a dynamic city surrounded by ocean and mountains, and a major hub in Taiwan. The store's harmonious interior is inspired by the rolling hills and fluid contours of Taiwan's local tea plantations, unveiling the house's sixteen métiers against a contrasting light palette, natural materials and organic textures.

The façade is encased in solid terrazzo-finish concrete, softened with undulating curves inspired by the roofs of traditional Asian architecture, which cast shadows that shift with the sunlight and frame windows clad in brushed metal and ceramic rods in circular patterns.

As visitors step through the store's entrance, they are welcomed by a fresh and airy space with soft green walls that capture natural light. The area opens to the women's and men's silk universe, as well as the perfume and beauty areas, followed by an abstract moss-green carpet accentuating men's ready-to-wear and shoes. To the left, rust tones draw warmth into the leather goods and equestrian area, while jewellery and watches are housed towards the far side, which includes a private salon bathed in bright amber. A woven staircase ascends to the home collection, which features walls clad in dune rattan and light-refracting round mirrors. Past the fashion jewellery area, visitors enter the spaces dedicated to women's ready-to-wear and shoes where marbled rugs evoke the dance of tea leaves in water, giving the area a refined and delicate atmosphere.

Created by the Parisian architecture agency RDAI, the store's design is an ode to Taiwan's verdant nature and artistry of tea-making. Tactile walls combine mineral-like stucco, woven and corded patterns, and swathes of dyed materials layered to resemble a three-dimensional painting. Speckled flooring with pearlescent fragments surrounds the signature *Faubourg* mosaic. Pure greens, browns and oranges are grounded with neutral bases, paired with the house's emblematic ex-libris and Grecques lighting.

A diverse selection of artworks from the Émile Hermès collection and the collection of contemporary photographs creates a dialogue between the island's greenery and the house's fondness for the natural world. French photographer Laurent Gueneau's *Mossman* captures a monochromatic tree trunk entwined with dense foliage. The *Lanternes, Ballons et Cocardes carré*, illustrated by British botanical artist Katie Scott, reimagines tropical wildlife as vibrant geometric lanterns. Watercolour paintings of spirited horses by German artist Johann Elias Ridinger echo the house's equestrian heritage.

The store's creative synergy is expressed in a window display collaboration with local artist Sheng-Wen Chen, showcasing objects in an atmosphere of mystery and wonder in *Land of Mysteries* which inspires a sense of boundless imagination. Presented in two concepts, *An Unknown Day* features a mammoth centrepiece, accompanied by birds and plants. Meanwhile, *Unknown Habitat* presents a background of tiles and distorted tools with a whale in the centre, creating a dreamlike scene that diverges from reality with a sense of humour.

In Taichung Hermès invites loyal customers and new visitors to immerse themselves in diverse collections, all set in an atmosphere devoted to the beauty of nature and 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

Hermès Taichung

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