

## PRESS RELEASE

Paris, 27 May 2025

### **HERMÈS CONTINUES TO INVEST IN JOBS AND ITS PRODUCTION CAPACITY, LAYING THE FIRST STONE FOR THE NEW BEYRAND TABLEWARE MANUFACTURE IN COUZEIX (HAUTE-VIENNE)**

**The second site dedicated to producing Hermès' tableware collections, the Manufacture Beyrand will open in Couzeix (Haute-Vienne) in 2027 and will ultimately employ 300 people, including 230 artisans.**

#### **A locally anchored artisanal model**

The Manufacture Beyrand, historically based in Saint-Just-le-Martel, joined Hermès in 2017 as part of a strategy to integrate and secure the house's exceptional know-how. To support the success of Hermès' tableware collections, the activity will take place in a new site in Couzeix. It will house the development and printing of chromolithographs, along with the decoration of porcelain, a know-how also carried out at the CATE (Compagnie des Arts de la Table et de l'Émail) historical site in Nontron (Dordogne). The geographic proximity of the two Hermès tableware métier sites fosters the spirit of transmission that is dear to the house.

#### **Preserving and developing exceptional know-how**

Since the creation of its first porcelain tableware line, *Pivoines*, in 1984, this métier has continued to imagine and develop collections that are renowned for their unique designs and distinctive colours.

To this end, Hermès has established integration and training programmes to share the house's artisanal and humanist culture and to pass on the expert know-how involved in the creation of its objects.

The Manufacture Beyrand is leaning on local partnerships – Couzeix town council, the Limoges Métropole local authority, the France Travail employment agency, the ENSIL-ENSCI engineering school and the Maryse Bastié high school – to establish the site and recruit new employees, from printers and chromolithography decorators to managers, engineers, human resources and logistics staff.

#### **An ambitious architectural project that respects the landscape and the environment**

Designed by Clermont-Ferrand architect François Bouchaudy, the light-filled building made of wood and glass reflects the house's environmental ambitions. The manufacture, a vast 13,000 m<sup>2</sup> building, is being constructed on the brownfield site of Mas de l'Âge to help limit the use of undeveloped land. For its construction, Hermès is working with locally based companies and using regional know-how and materials. To manage its energy consumption, 2,800 m<sup>2</sup> of solar panels will be fitted to the roof and the site will reuse some of the heat generated by its kilns.

The architect has taken care to integrate the manufacture into the landscape by adapting it to the hilly, wooded topography of the Mas de l'Âge. In order to preserve and enhance the site's environmental quality in terms of biodiversity, the landscaped grounds will retain their remarkable

trees – Norway maple, Dutch lime and Gascogne oak – alongside which new species will be planted.

With the new Manufacture Beyrand in Couzeix, Hermès strengthens its position as a responsible corporate citizen and reaffirms its commitment to make a sustainable contribution to regional development across France.

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 31<sup>st</sup> December 2024