

PRESS RELEASE

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HERMÈS CONTINUES TO INVEST IN EMPLOYMENT AND IN ITS PRODUCTION CAPACITIES IN FRANCE AND LAYS THE FOUNDATION STONE FOR THE NEW MAROQUINERIE DE CHARLEVILLE-MÉZIÈRES (ARDENNES)

To support the success of Hermès' leather goods collections, this new manufacture, the house's twenty-sixth leather goods production site, will open its doors in the commune of Charleville-Mézières (Ardennes) in 2027. It will ultimately employ 250 artisans trained in the house's exceptional leatherworking know-how and in the making of its unique and exclusive bags.

An artisanal model that contributes to the region's long-term development

The Maroquinerie de Charleville-Mézières becomes the third site of Hermès' Ardennes Leather Goods and Saddlery hub, following the inaugurations of the Maroquinerie de Bogny-sur-Meuse in 2004 and the Maroquinerie de la Sormonne in 2023. The École Hermès des savoir-faire, established in Charleville-Mézières in 2021, provides training for the Ardennes hub's artisans and oversees the CAP and CQP vocational qualification assessments in leatherwork and cutting respectively. To recruit its artisans, the house relies on the École Hermès des Savoir-Faire and its partnership with the France Travail employment agency.

The proximity of the three Ardennes manufactures promotes the learning of Hermès' unique expertise and the transmission among artisans of the house's culture and the gestures of the leatherworking and saddlery métier: saddle stitching, polishing, beading...

In this way, the group is strengthening its presence in the Ardennes region, demonstrating its commitment to creating jobs and providing training in exceptional métiers, and reaffirming its desire to contribute to the long-term growth of the region.

An architectural project that respects existing industrial heritage, driven by Hermès' CSR ambitions

The architectural project incorporates the conservation and conversion of the Deville brownfield site, an emblematic industrial location in the Ardennes capital, thus preserving its manufacturing legacy, which is etched in the collective memory. The site is located in the historic centre of the city, just a few minutes from the station, allowing the artisans to commute using sustainable transport. Designed by Coldefy & Associés – the architects behind the Maroquinerie de la Sormonne – the future manufacture will comprise three main sections. The original buildings, with their striking gables, will house the administrative offices and cafeteria, while the extension will be dedicated to the table work, cutting and stitching workshops, as well as the site's logistics operations. These two buildings will be connected by a large entrance hall, which will serve as a communal hub and crossroads within the manufacture. The entire complex will cover a total surface area of approximately 5,800 m².

The extension is oriented north-south to let natural light into the workshops. Hermès is working with local businesses on the construction project, and is using insulating materials such as timber framing, straw insulation and natural earthen render, and exterior brick walls. The energy-positive building will be equipped with nearly 1,400 m² of solar panels and will be connected to the district heating network, which is powered by renewable energy, and thus will achieve E4C2 certification.

Regreening the industrial landscape to promote local natural heritage

The project has strong environmental ambitions with the greening of an entirely inorganic industrial site on the banks of the Meuse, currently entirely paved over. Nearly 8,000 m² will be made water permeable. At the southern end of the site, a 1,500 m² car park with 205 spaces will be surfaced with porous materials.

The remaining 6,500 m² will be restored as open ground and planted with native species. Vernacular vegetation from the banks of the Meuse, and other species suited to the site's soil types, will form a dense, colourful, and fragrant plant environment that evolves with the seasons.

Willows, lindens, dogwoods, white poplars, alders and shrub species will make up the garden. These tall trees will provide shade around the buildings and in the car park, which will be incorporated into the wooded landscape.

The landscape will be restored to its former glory as a long stretch of riverbank habitat along the Meuse. This wet meadow planted with copses will regulate rainwater and showcase the region's beautiful natural heritage.

With the establishment of a new manufacture in Charleville-Mézières, Hermès is cementing its role as a responsible corporate citizen, contributing to job creation and the preservation of know-how across the Ardennes region.

Today, Hermès creations are crafted in twenty-three leather workshops, all located in France. Three additional sites are also under development in L'Isle-d'Espagnac (Charente), Loupes (Gironde), and Colombelles (Normandy), where recruitment and training efforts are ongoing.

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