



PRESS RELEASE

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HERMÈS CONTINUES INVESTING IN ITS PRODUCTION CAPACITIES BY EXTENDING ITS WATCHMAKING SITE IN LE NOIRMONT

To support the development of its collections, Hermès Horloger is consolidating its artisanal and industrial model. The métier is strengthening its production capacity with the expansion of its Noirmont site to be completed by 2028. Currently producing watch cases and dials, the Manufacture will occupy a total 11,000-square-metre area and will eventually be able to accommodate around 100 new employees.

Located at the heart of watchmaking's historic cradle in the Swiss Jura, this site was originally home to the case production facility of Joseph Erard SA, a long-standing partner of Hermès acquired in 2013. In 2012, the house further reinforced its watchmaking expertise with the acquisition of Natéber SA, a dial manufacturer based in La Chaux-de-Fonds. Regrouped in Le Noirmont in 2017, these two activities – dial-making and case-making – reflect the house's loyalty to its vertical integration strategy.

This approach also expresses Hermès' desire to consolidate its regional and sustainable roots by guaranteeing Swiss watch production in line with its quality and artisanal excellence.

The Noirmont-based Manufacture joins the site in Brügg (canton Bern) dedicated to leather strap production and case assembly; along with Vaucher Manufacture Fleurier, specialising in the construction of Haute Horlogerie mechanical movements. Hermès Horloger is thus consolidating its control over its value chain, enabling it to respond to the development of bold creations showcasing exceptional craftsmanship – as notably exemplified by the *Hermès H08* and *Hermès Cut* collections as well as the *Arceau Le temps suspendu* and *Arceau Le temps voyageur* watches.

The site's new architectural project illustrates the watchmaking boom that began in the nineteenth century with the appearance of farm-workshops in a region where the breeding of Franches-Montagnes horses remains a vibrant tradition. Designed by Atelier Pulver Architectes, it cultivates this legacy while asserting a contemporary vision inspired by the aesthetics of equestrian arenas, echoing the house's foundational core business. The building itself also reflects Hermès' commitment to "sustainable real estate". Made from locally sourced materials, it will be equipped with solar panels, a rainwater recovery system and a green roof. The surrounding garden will reflect the natural environment of the Swiss Jura.

With the expansion of its expert site in Le Noirmont, the métier is shaping a future where creation and savoir faire converge sustainably, driving responsible growth in the region.

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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