



PRESS RELEASE

Paris, 21st August 2025

HERMÈS UNVEILS ITS NEWLY RELOCATED STORE IN SEOUL, SOUTH KOREA'S GANGNAM DISTRICT, SHOWCASING THE CITY'S DYNAMIC CULTURE

On 21st August 2025, Hermès is delighted to announce the opening of its newly expanded and relocated store within the Galleria department store in Seoul's renowned Apgujeong Rodeo area of Gangnam district. As of now, located in the West hall, the bright and harmonious space offers a radiant new setting for the house's sixteen métiers, celebrating craftsmanship while reaffirming Hermès' local commitment.

The new store is wrapped in a striped trompe l'oeil of anodised metal inspired by the country's vivid Dancheong decorative tradition and its contemporary aesthetic. The dynamic façade flows like a rhythmic audio file, drawing visitors into a lively environment influenced by the vibrant, high-energy local pop world, using playful pastels, bold neon, and striking contrasts.

As guests enter the colourful store, they discover fashion jewellery and fragrances, as they are welcomed by the house's emblematic ex-libris, set into the signature terrazzo Faubourg pattern. A large space opens, like a nave, with the silk universe in the centre. To the right, men's shoes and ready-to-wear are set against a striped wall of contrasting shades and hand-tufted carpets of concentric circles. Home and equestrian collections are encountered behind silk, linked by oversized pebble shapes in pastel terrazzo underfoot. Lively passages lead to the back of the store, an immersive space illuminated by the emblematic Grecques lights, with shimmering teal walls and ombre carpets. Here, intimate areas unfold, offering leather goods collections on one side and jewellery and watches opposite. Combined with the private salon, the space dazzles with sleek metallic wooden walls. To the right, similar pebble-shaped carpets underpin the women's ready-to-wear and shoes, where pastel blue terrazzo and glossy silk partitions create a soothing space for the collections.

Created by Parisian architecture agency RDAI, the store represents a playful dialogue between heritage and modernity. Drawing on the recurrent patterns of Dancheong art, the vibrant décor is a celebration of South Korea's ancient art and vibrant new generations. Local bespoke craft pieces including silk walls and pleated paper lighting by Jungmo Kwon enhance this symphonic narrative.

Sketches, illustrations and paintings from the Émile Hermès collection and the Hermès Collection of Contemporary Photographs punctuate the space. An urban inspiration is felt throughout the shaded landscapes depicted on works from French/Senegalese artist Mamadou Cissé, and the *Animapolis Carré*, drawn by Polish artist Jan Bajtlik, portraying a scene of vibrantly coloured animals strolling through a city.

The annual theme of 2025, "*Drawn to Craft*," goes beyond lines and surfaces. The special window displays by Korean artist, Miju Lee captures the quality of drawing by exploring creation through time, sensation and memory. As the store relocates, the two window scenes also take the viewer on a poetic narrative that transform daily life details into evocative reflections on collective imagination.

Hermès invites loyal customers and new visitors to explore its timeless creations in this joyful atmosphere that reflects Seoul's unique culture 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 next to 300 stores in 45 countries. The group employs 25,700 people worldwide, including 15,900 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 30th June 2025

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