

PRESS RELEASE

Paris, 21 November 2025

HERMÈS UNVEILS ITS NEW STORE IN KNOKKE (BELGIUM), IN A FLEMISH HOUSE WITH COASTAL HUES

Hermès is delighted to announce the reopening of its expanded Knokke store on 21 November 2025, strengthening the house's presence in West Flanders, which dates to 1996. The new address is located across from its former site on Kustlaan, the iconic avenue of this seaside town, and showcases all sixteen Hermès métiers over two floors. It offers visitors a warm and comfortable haven set within the bright interior of this house by the sea.

The store with half-timbered gables typical of coastal cottages opens onto the silk universe, where a rattan-lined bookcase reveals interior window displays that change with the seasons. Further on, the perfume and beauty area mirrors the home area, with bay-window couches in both offering an invitation to linger. The back of the store houses the equestrian collections and fashion accessories, as well as men's ready-to-wear and shoes, in a space designed to resemble a tailor's fitting room. A leather-clad banister guides the visitor upstairs to a floor with vaulted ceilings. Women's ready-to-wear and shoes occupy the central area, which extends into a warm-toned alcove dedicated to leather goods and jewellery. In one corner, a private room opens out onto a bright terrace.

Created by Parisian architectural agency RDAI, the interior design combines a contrasting palette of browns, blues and greys inspired by North Sea beaches, with soft textures and natural materials. The sandy-coloured pine wall cladding evokes the smooth feel of driftwood, while the bespoke Belgian-made carpets trace sand dune patterns on the floor. The store is peppered with iridescent details reminiscent of the sky reflected in watery sand, such as the charcoal-grey gemstones in the ground-floor mosaic.

To celebrate both the store opening and the upcoming festive season, Dutch artist Noa Verhofstad has imagined a fantastical scene for the interior window displays, partially made from wooden marquetry and featuring reindeer passing through a wintry landscape, pulling a long celebratory table in their wake.

Selected from the Émile Hermès collection and the Hermès Collection of Contemporary Photographs, the store's artworks reflect both the universe of the house and that of the seaside, as is visible in the print *Le Coup de vent* (1818) by French artist Jean-Baptiste Isabey and *Promenade sur une plage normande* (1881), a piece by French painter Émile Brisset.

Hermès invites loyal customers and new visitors to discover its vast array of collections and craftsmanship in a setting typical of Knokke – a place noted for its art and nature.

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 30 June 2025

presse.hermes.com

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