

PRESS RELEASE

Paris, 27 November 2025

HERMÈS REVEALS ITS RENOVATED STORE IN BANGKOK'S ICONSIAM MALL (THAILAND), CELEBRATING THE CITY'S DYNAMISM

Hermès is delighted to announce the reopening of its renovated and expanded store in the ICONSIAM mall, on the banks of the iconic Chao Phraya River, on 27 November 2025. Wrapped in a glass façade, the store is bathed in the shape-shifting reflections of a city where colour, culture and energy converge. Originally opened in 2018 and one of three in Bangkok, this store showcases the diversity of the house's sixteen métiers in a bright new double-height setting.

The main entrance, on the first floor, is anchored by the house's emblematic ex-libris in pink marble, leading to women's silk and fashion jewellery. Terracotta-flecked terrazzo flows towards the men's silk area and an intimate space devoted to beauty and perfume. Further on, a curved column of hand-woven rattan divides the men's universe on the right and the women's ready-to-wear and shoes on the left.

From here, a staircase of terrazzo sweeps down to the ground floor towards the jewellery and watches collections. The area is filled with aquatic tones from plush ombre carpets and handmade fabric panels. Behind this space are the equestrian and leather goods collections, bathed in natural light. Green marble features prominently in the signature Faubourg mosaic under the house's Grecques lighting, where the home universe greets visitors by the ground floor entrance.

Envisioned by Parisian architecture agency RDAI, the store presents a fluid path that encapsulates the river's core spirit with locally crafted bespoke rattan columns and feature carpets.

A selection of curated artworks from the Émile Hermès collection and the Hermès Collection of Contemporary Photographs includes *Nocturne 3* by French photographer Marie Joubert. A pair of ethereal horses, sculpted in rattan and metal by Thai artist Terawat Teankaprasith, appear to be galloping up the stairs.

Hermès invites loyal customers and new visitors to discover its timeless creations in a light-filled space that captures the atmosphere of Bangkok and the house's savoir-faire.

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

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