



## PRESS RELEASE

Paris, 18 December 2025

### HERMÈS REVEALS ITS RENOVATED STORE IN CHANGSHA, HUNAN PROVINCE, CHINA, INSPIRED BY THE CITY'S VITALITY AND LOCAL TRADITIONS

Hermès is delighted to announce the opening of its newly expanded store within Changsha IFS mall on 18 December 2025. First opened in 2018, the store features a new interior that conveys the local culture and innovative spirit, revealing the house's sixteen métiers across two radiant floors.

A double-height glass façade sheathes a towering loom-like structure, where the linear design shimmers with engaging patterns, inviting visitors to venture inside. Within the mall, the entrance is clad with copper-toned ceramic tiles shaped in a curving style, an interpretation of the city's traditional rooftops.

Inside the main entrance, a warm palette of amber tones and blues underlines the house's emblematic ex-libris. Visitors are welcomed into the women's silk area, surrounded by fashion jewellery on the left and perfume and beauty on the right, in a space enhanced by the house's Grecques lighting. Hand-tufted carpets in ombre shades underpin the home universe. Further on, infused with natural light, men's silk leads onto the wider men's universe.

A staircase flows like silken threads, weaving a path to the second floor, where the women's ready-to-wear and shoes are housed within a bright ambiance. To the right, chromatic carpets in mineral pinks anchor the leather goods and equestrian collections, which are linked to an intimate area dedicated to jewellery and watches.

Designed by the Parisian architecture agency RDAI, the reimagined interior flows through warm hues, with gloss and matt textures, encapsulating tradition with local savoir-faire through the use of handmade ceramics.

A selection of artworks from the Émile Hermès collection and the Hermès Collection of Contemporary Photographs enhances the store's creative energy. Photographs by French photographer Gérard Dalla Santa place a solitary horse in a lush forestscape, while French artist Antoine de La Boulaye's painting *Jockey au pas* references the house's equestrian heritage.

This new store invites loyal customers and new visitors to discover Hermès' timeless creations and craftsmanship in a lively atmosphere.

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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