



# PRESS RELEASE

Paris, 16 January 2026

## HERMÈS UNVEils ITS NEWLY RELOCATED STORE IN HANOI, VIETNAM, BRINGING TOGETHER NATURE AND HERITAGE

Hermès is delighted to announce the opening of its relocated Hanoi store on 16 January 2026, strengthening the house's presence in the country, which dates to 2008. This new address is located on the dynamic Tràng Tiên Street in an Art Deco building where colour, culture and natural landscapes converge. The space showcases the diversity of the house's sixteen métiers over three floors.

The store's façade incorporates tall windows with vertical geometric panes that allow light to flood into the space, creating a lively open atmosphere.

The main entrance displays the house's emblematic ex-libris in yellow and amber flooring, detailing the signature Faubourg mosaic beneath the house's Grecques lighting. Arched openings demarcate the space on both levels. On the ground floor, silk screen displays are positioned under the arches, creating pathways leading to the perfume and beauty areas on one side and fashion jewellery on the other. Both collections are showcased on stucco walls with bas-relief plant designs.

Further on, the leather goods and equestrian collections are housed in a cosy nook that flows into the home universe. Clad in handwoven rattan, a curvaceous staircase featuring a gold-toned metal and leather balustrade spirals. The area dedicated to jewellery and watches unfolds in a vivid environment with ombré carpets inspired by contoured rice fields. This leads into the shoes space, dividing the men's universe and women's ready-to-wear, with colours flowing from green to yellow.

Designed by Parisian architecture studio RDAI, the store's contemporary interiors combine a luminous palette with organic textures. The spaces are accentuated with locally lacquered tables in different tones and gradients, allowing colours to interact.

A selection of artworks from the Émile Hermès collection and the Hermès Collection of Contemporary Photographs includes French painter Paul de Longpré's finely detailed flowers in the *Revue horticole* boards, while the illustration *Cavalier sautant l'obstacle* is a minimalist take on a galloping horse.

The store's windows display an installation by Vietnamese artist Nguyễn Xuân-Lam – a series of handmade clay sculptures reinterpreting local folktales. These surreal scenes feature a horse galloping through a garden, where Hanoi's red bridge and local landmarks are dotted among trees and blooms.

Hermès invites loyal customers and new visitors to discover its timeless creations and craftsmanship in a bright setting.

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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