

PRESS RELEASE

Paris, 2 April 2026

HERMÈS' NEW BEIJING SANLITUN STORE IN CHINA UNITES CONTEMPORARY CRAFTSMANSHIP WITH LOCAL CULTURE

Hermès is delighted to announce the opening of a new store in Beijing on 2 April 2026, representing its fourth address in the capital since 1997. Located in the Sanlitun district, the new destination sparks a conversation between local cultural heritage and the creative spirit of Hermès, while offering an immersive setting to discover the house's sixteen métiers.

Rising as a free-standing structure, the five-storey glass building is wrapped in rose-pink and terracotta ceramic tiles. The façade designed by Parisian architecture firm RDAI in collaboration with Mamou-Mani Architects functions as a semi-transparent veil, composed in a rhythmic sequence that balances opacity and openness, allowing the interiors to be bathed in natural light.

Inside, the store's open-plan layout centres around a majestic stone staircase that spirals upward with a design reflecting the motifs that echo the arched forms and woven patterns that animate the façade. From the two ground-floor entrances displaying the house's iconic ex-libris, a fluid journey unfolds with shoes and silks in the foreground, while a spacious area in the background houses perfume and beauty.

The first floor presents a vivid tableau: the vibrant silk universe shares this level with the equestrian collections and fashion jewellery – all set against a multi-coloured patchwork of mosaics inspired by the Faubourg flooring. Above, on the second floor, the women's and men's ready-to-wear areas are featured next to the generous shoe display, as well as intimate fitting rooms and a private salon. On the third floor, marquetry made from various woods, a lacquered wall engraved with peony motifs, and ceramic brick walls arranged in an H pattern converge to frame the home collections, leather goods, watches and jewellery. The uppermost level is a large private salon that opens out onto a lush, landscaped terrace.

Designed by RDAI, the store draws inspiration from the nearby Forbidden City's imperial architecture, with its curved glazed ceramic rooflines, sunlit colours and depth of materials, creating a dialogue with the house style. Throughout, contemporary design merges seamlessly with decorative elements, as surfaces and custom furnishings feature detailed patterns, while refined materials are enhanced through artisanal techniques. Every level offers new depth and character, framing each distinct universe within an immersive environment that shifts in mood, material and light as the upward journey unfolds.

A selection of curated artworks amplifies the store design, featuring modern pieces alongside a number of works from the Émile Hermès collection and the Hermès Collection of Contemporary Photographs. Commissioned work by local artists includes a hanging installation of handcrafted ceramic petals and marble roundels by Chinese artist Liu Jianhua, which drops from the staircase's summit, appearing to be suspended in mid-air and suggesting the graceful movement of a horseman's crop.

A special selection of objects has been created to inaugurate the store opening, including a limited edition foosball table, travel luggage, unique timepieces, silk scarves and leather goods, all featuring the *Parade en Fanfare* design by Chinese artist Tong Ren.

The new Beijing store invites visitors into an imaginative, joyful environment that reveals the full breadth of the creations and artistry of the house.

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 63 production and training sites and to developing its network of next to 300 stores in 45 countries. The group employs 26,494 people worldwide, including 16,349 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 31 December 2025

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