

PRESS RELEASE

Paris, 22 April 2026

HERMÈS UNVEILS ITS RENOVATED STORE IN HONG KONG ELEMENTS, INSPIRED BY NATURE AND CHINESE COSMOLOGY

Hermès is delighted to announce the reopening of its store in Hong Kong's Elements mall on 22 April 2026. First opened in 2009, the newly expanded store is inspired by mythical creatures and the five elements. The bright new space embodies the city's heritage and spirit, while showcasing the house's sixteen métiers.

Within the mall, the store's façade is cloaked in a wall of feather-shaped ceramic tiles, evoking the fiery plumage of a phoenix. The large windows are adorned with pastel pink horses leaping through giant books featuring fantasy landscapes by French illustrator Claire Detallante.

Inside the main entrance, warm colours unfold, welcoming visitors with the house's emblematic ex-libris and Grecques lighting. Here, Faubourg mosaic flooring transitions underfoot, flowing from earthy, woody tones to metallic, aquatic shades. The flooring highlights the path from the silk universe through the home collections to the back of the store, where an intimate space dedicated to jewellery and watches is enhanced by a round effect on the ceiling, paired with blue walls.

To the right, warming flushes of pink silk and lacquered wood underpin both the perfume and beauty and leather goods areas, leading through to the expansive women's ready-to-wear space. To the left, pale blue stucco and dynamic trompe-l'oeil carpets in fiery chromatics offset the spacious men's universe.

Designed by the Parisian architecture agency RDAI, the new space represents a playful dialogue between tradition and innovation. An elemental palette, grid ceiling and textured walls harmonise with precise craftsmanship to bring a vibrancy to the reimagined space.

This creative synergy is enhanced by a curated selection of artworks from the Émile Hermès collection and the Hermès Collection of Contemporary Photographs. A flamboyant silk carré, *Plumes en fête* by French designer Aline Honoré, contrasts with a stark botanical photograph, *Monstera Leaf II*, by Italian-American conceptual artist Luciano Perna. *Cheval*, a mixed media piece by contemporary French artist Denis Polge, is one of many equestrian pieces paying homage to the house's origins.

This newly renovated, light-filled store invites loyal customers and new visitors to discover Hermès' timeless creations and craftsmanship in a bold new 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 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

presse.hermes.com

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