

PRESS RELEASE

Paris, 23 April 2026

HERMÈS REVEALS ITS RENOVATED STORE AT SOGO FUXING IN TAIPEI (TAIWAN), INSPIRED BY THE CITY'S VITALITY

Hermès is delighted to announce the reopening of its newly expanded store in Sogo Fuxing mall on 23 April 2026. First opened in 2007, the store features a new interior that conveys the innovative spirit of the city, revealing the house's sixteen métiers across three floors.

Ceramic tiles made from natural materials in warm, muted colours cover the exterior façade, blending in with the mall and inviting guests to discover the store's interior. Within the mall, the entrance is clad with square and rectangular enamelled tiles, echoing the shapes found in the city's traditional rooftops.

At the entrance to the store, a warm palette of twilight tones with hints of magenta is used to highlight the house's emblematic ex-libris. Visitors are welcomed into the silk universe, flanked by fashion jewellery on the right and perfume and beauty on the left, all enhanced by the house's Grecques lighting. Screen walls accentuate the space, with locally crafted thread compositions blending with Hermès silk offcuts. Further on, an intimate area dedicated to jewellery and watches can be found.

On the second floor, the leather goods and home collections unfold in an atmosphere with bright tones alongside a private lounge. The space features custom-made carpets which create striking contrasts reminiscent of the city's neon lights. With flooring laid in a pattern inspired by the local architecture, the top level houses the men's universe, women's shoes and women's ready-to-wear in an area bathed in natural light.

Designed by the Parisian architecture agency RDAI, the reimagined interior flows through a series of warm hues reflecting the transition from dusk to nightfall, punctuated with colourful textures and combining tradition with local savoir-faire.

A selection of artworks from the Émile Hermès collection and the Hermès Collection of Contemporary Photographs complements the store's décor. Contemporary works such as *Feux de brouillard* and *Crépuscule* by French artist Jean-Baptiste Petit enhance the perception of light and depth.

This new 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

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