

PRESS RELEASE

Paris, 21 May 2026

HERMÈS UNVEILS ITS RENOVATED BERLIN KURFÜRSTENDAMM STORE (GERMANY) IN A CELEBRATION OF THE CITY'S ATMOSPHERE

Hermès is delighted to announce the reopening of its renovated and expanded Berlin store on the Kurfürstendamm on 21 May 2026. First opened in 1999, the store is housed within a historic Gründerzeit building where its sixteen métiers come together.

The store's façade is adorned with display windows veiled in diaphanous geometric screens, bringing amber tones that contrast vibrantly with the stonework.

At the entrance to the store, a soothing, intimate ambiance welcomes visitors, with the signature Faubourg mosaic and ex-libris in sandy tones guiding them into the silk universe. A sunny palette spills through like morning light, grazing over nature-inspired textures.

Layered spaces gradually reveal the métiers through defined pathways, with shoes to the right and perfume, beauty and fashion jewellery to the left. Ahead, glinting yellow jewel tones lead the eye to the homeware and equestrian collections at the heart of the store, where the ceiling soars up towards a pixelated stained-glass sky dome. This draws guests further in towards a bright salon at the back that evokes a wintry garden, with bas-relief leaves climbing up the walls and unfurling around the leather goods collections.

A lattice staircase weaves its way up to a plush golden carpet in a serene, light-bathed nook dedicated to watches and jewellery. To the right, the men's and women's universes are housed within a calm, airy atmosphere, where subdued tones are peppered with bold accents. From here, a slender window-lined passageway overlooks the atrium.

Parisian architecture agency RDAI has envisioned the store in ochre tinged with graphic patterns and organic textures, including the house's braided leather offcuts. Bespoke furnishings crafted by local artists enliven the store's dialogue with the city while each area is enhanced with original mouldings on the ceiling, emphasising the provincial touch.

Hermès has collaborated with Berlin-based artist Zora Mann on surrealist window installations in which the body becomes a vessel for travel, echoing the annual theme, *Venture beyond*. Her playful drawings take on a new dimension, as house codes snake through Berlin's cityscape.

Selected artworks from the Émile Hermès Collection and the Hermès Collection of Contemporary Photographs anchor the space's visual narrative. German photographer Evelyn Dragan's work captures concrete façades with a soft glow, alongside Irish artist Nigel Peake's minimalist landscapes.

Hermès welcomes loyal customers and new visitors alike to discover its collections in Berlin, where the house's objects meet the city's creative spirit.

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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