



PRESS RELEASE

Paris, 7 August 2026

HERMÈS UNVEILS ITS NEW STORE AT THE HISTORIC PLAZA DEL LAGO MALL IN CHICAGO (USA), INSPIRED BY THE NATURAL WONDER OF ITS LAKESIDE SETTING

Hermès is delighted to announce the opening of its new store in the historic Plaza del Lago mall on 7 August 2026 at Lake Michigan's North Shore. The setting reflects the dramatic nature and wildlife of its surroundings, inviting visitors to discover the house's sixteen métiers.

The Spanish Revival façade has been preserved to honor its century-old heritage. An iconic bell tower anchors the store's exterior, while enlarged windows draw natural light into the two-level store.

The ground floor entrance features a radiant honey-hued palette layered with delicate dragonfly wing motifs in stucco and wood. Guests are greeted by the house's emblematic ex-libris and Grecques lighting, revealing the silk universe and fashion jewelry. Silken walls and carpets, reminiscent of compressed agate from across the lake, present the home collection to the left next to the equestrian area, with fragrances to the right. A spiral staircase, with intricate dragonfly wing patterns, slinks upwards to the spacious area housing men's universe and women's ready-to wear in front of women's shoes, all bathed in natural light and features handmade color-gradient carpets. In the center an intimate space for jewelry, watches and leather goods collections is surrounded by light wood walls symbolizing the reflection of the sun in the lake with engravings also inspired by dragonfly wings.

Designed by Parisian architecture agency RDAI, the store's contemporary interior plays with light, texture and craftsmanship. The space draws on the vibrancy of ancient agate stone and the local natural environment, while preserving a cozy atmosphere.

A selection of curated artworks from the Émile Hermès Collection and Hermès Collection of Contemporary Photographs celebrates the house's creative vision. The selection includes *Commuter discourse*, by American photographer Barbara Crane, captured in Chicago in 1978 and features the *Hermès Dress Code* carré, designed by Daniel Clowes, a celebrated American artist.

The joyful new store invites visitors to explore the house's vivid and abundant creations within a harmonious, elegant narrative.

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 close to 300 stores in 45 countries. The group employs 27,107 people worldwide, including 16,656 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 2026

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