

PRESS RELEASE

Paris, 21 August 2026

HERMÈS UNVEILS ITS RELOCATED STORE AT THE VILLAGEMALL IN BARRA DA TIJUCA, RIO DE JANEIRO (BRAZIL), IN AN ODE TO THE CITY'S ARCHITECTURAL PATTERNS AND TROPICAL SEASCAPE

Hermès is delighted to announce that its Rio de Janeiro store will reopen at the VillageMall in Barra da Tijuca on 21 August 2026. The newly designed space captures the tropical coastline through luscious earth and sand tones with flashes of jungle green, evoking the city's flourishing nature. The new store provides a soothing atmosphere as a backdrop for the house's sixteen métiers.

A lattice made from locally sourced wood wraps the entire façade, referencing both the house's iconic Faubourg mosaic and Brazilian cobogó openwork detailing. The theme continues in the front windows, which are covered with woven screens that scatter dappled natural light inside the store.

At the entrance, visitors encounter the silk universe, fashion jewellery, perfume and beauty areas, where the signature ex-libris and Faubourg mosaic floor stand out in black and white with striking cabochons, in a nod to Rio de Janeiro's geometric pavements. The pathway leads to home collections on the right beside the men's universes, with women's shoes and ready-to-wear on the left, set off by eye-catching carpets inspired by a canopy of leaves. Further along, the space housing jewellery and watches becomes more enclosed and intimate, enveloped by fabric walls with a subtle palm leaf design. The journey then finishes with leather goods and equestrian collections, where a teal terrazzo floor, flecked with mother-of-pearl, shimmers against deep-brown wood, representing the contrasts seen on Brazilian shorelines.

Envisioned by Parisian architecture studio RDAI, the store is designed to interpret the city's vibrant colours and craft traditions in a dynamic environment that captures the tropical scenery through textured surfaces, creating a sense of warmth and authenticity.

A selection of artworks from the Émile Hermès Collection and Hermès Collection of Contemporary Photographs includes French artist François Houtin's *Arbre de vie*, a richly detailed botanical etching of sprawling tree roots that seem alive. Deepening the store's narrative, bold marquetry collages from French artist Anton Laborde's *Jungle* series merge abstraction and figuration in playful images of untamed nature.

Hermès invites loyal customers and new visitors to discover its contemporary creations in an atmosphere that celebrates Rio de Janeiro's vibrant landscape and architectural heritage.

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

presse.hermes.com

Hermès Rio de Janeiro
VillageMall – Barra Da Tijuca
Rio de Janeiro, Brazil