



PRESS RELEASE

Paris, September 17, 2026

HERMÈS REVEALS ITS NEW WILLIAMSBURG STORE IN BROOKLYN, NEW YORK (USA), CONNECTED TO THE NEIGHBORHOOD'S ARCHITECTURAL HERITAGE AND CREATIVE SPIRIT

Hermès is delighted to announce the opening of its new store in Williamsburg, New York, on September 17, 2026, set within a contemporary space evocative of a traditional Brooklyn workshop, thereby strengthening its presence in the United States. The house's sixteen métiers are displayed over two floors in an engaging space shaped by industrial aesthetics and refined craftsmanship that pay homage to the neighborhood's culture.

A collage of five eclectic façades defined by unique masonry draws on the surrounding architectural character, grounding the new store in its historic district. Blind window niches and large glass panes create symmetry within the textured brickwork. The large corner site sits around an unexpected courtyard alongside an outstanding American sweetgum tree, concealing the store's main entrance between sleek copper tubes.

The entrance leads into a bright, voluminous space, with high ceilings, raw brick, grey terrazzo, and metalwork referencing loft culture and industrial workshops. Welcomed by the iconic Faubourg mosaic in teal shades and the emblematic ex-libris, visitors discover the silk universe, fashion jewelry, and perfume and beauty areas, which open onto women's and men's shoes. This level has an urban feel, with fluid movement through the space created by the colorful geometric carpets and glass-effect walls. Further on, the home collections unfold in a generous area designed to represent the atmosphere of a homely living room, surrounded by walls featuring woven leather straps, baby blue shoelaces, and cotton fibers.

A double-height brick mural flanks a graphic staircase reminiscent of New York City's distinctive fire escapes, giving way to an industrial yet cozy environment. Leather-wrapped handrails on the staircase guide visitors towards the first floor, where the intimate salon for jewelry and watches is cocooned within handwoven wall compositions in earthy tones, echoing the materials used in the home space. On each side of the stairway, women's and men's ready-to-wear collections are presented on oak wood flooring. The pathway continues through the equestrian collections and into leather goods, which are bathed in natural light and accentuated by varied rug designs, providing rhythm throughout the space.

Created by Parisian architecture agency RDAI, the store's contemporary aesthetic draws on craftsmanship and a dialogue between textures, creating a balanced atmosphere. Following the architectural progression from the exterior, the store showcases the creativity of Williamsburg-based artists on the walls and in the flooring details, bringing distinctive sensibilities to a shared framework while strengthening the connection to Brooklyn's creative scene.

A selection of artworks from the Émile Hermès Collection and Hermès Collection of Photographs brings together both historical and contemporary perspectives. Three narrative prints by American photographers Bill Jacobson and Janet Delaney are featured, including *Early Morning, Staten Island Ferry (1985)*. There is also a selection of works by artist Philippe Weisbecker from his *Structures* series, which explores the architectural details of early twentieth-century industrial buildings.

The inaugural windows created by Antoine Platteau – the artistic director for the 24 Faubourg Saint-Honoré store window displays – and Brooklyn-based artist Christina Zimpel bring the store's opening to life. With eccentric colors and pop inspiration, this “opening inside the window” is animated by the scene's characters: women with their look-alike dogs and their Hermès objects, all enjoying the celebration.

The new boutique in Williamsburg is an opportunity to invite visitors to discover Hermès' timeless creations through a welcoming ambiance that celebrates the city's 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 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