



PRESS RELEASE

Paris, 23 September 2026

HERMÈS UNVEILS ITS EXPANDED STORE AT CHENGDU TAIKOO LI MALL IN CHINA, A CONTEMPORARY EXPRESSION PAYING TRIBUTE TO LOCAL CULTURAL TRADITIONS

Hermès is delighted to announce the reopening of its newly renovated store in Chengdu, located in China's Sichuan province, on 23 September 2026. Located in Taikoo Li since 2014 at an open-air mall, the store reimagines the region's architecture and cultural heritage through a contemporary lens, as the house's sixteen métiers are revealed in a warm and vast interior.

Clad in dark timber, matte-finish metal and enamelled ceramic in amber tones, the sleek, linear façade is set off by tall windows. These are veiled with bamboo screens and curtains that continue the serene, vertical rhythm, filtering daylight into the store.

At the ground-floor entrance, jade green and deep blue lift muted, velvety tones alongside harmonious mineral-inspired patterns inspired by local techniques. The Faubourg mosaic and signature ex-libris motif in the silk universe and fashion jewellery area welcome visitors into a lofty, open setting. A wooden textured wall with a raised pattern flows around to the right and spills into the cocoon-like leather goods area, where a hand-tufted pixelated carpet evokes steam drifting from Chengdu's tea houses. This is followed by the perfume and beauty area, overlooking the Daci Temple and structured by a vertical rhythm in black ceramics referencing traditional Sichuan pottery. On the left, geometric wall fabric accentuates the men's universe. The staircase, featuring smoked wood fashioned into an interlocking, woven design, winds its way up to the women's shoes and women's ready-to-wear next to the home collections, whose tonal depth is achieved using shades of espresso. The flow of the staircase, echoed in the softly curved ceiling alcoves, culminates in a dedicated area for jewellery and watches with calligraphic markings etched on the walls, evoking the city's poetic heritage.

Envisioned by Parisian architecture studio RDAI, the refined interior plays on light, shadow and line, creating a soothing atmosphere with sculptural textures. Bespoke, organically shaped furnishings and natural tones complement the space's crisp geometry.

Curated artworks from the Émile Hermès Collection and Hermès Collection of Contemporary Photographs chime with local savoir-faire and the space's serene ambience. French photographer Massao Mascaró's monochrome image of plaited hair is a nod to artisanal weaving techniques reinterpreted throughout the store. Combining the house's equestrian heritage with the elegance of calligraphy, Romanian artist Mircea Cantor's brushstrokes breathe life into two horses drawn with a single, swift stroke.

Hermès invites both loyal customers and new visitors to discover its timeless creations in a contemporary setting deeply rooted in local traditions.

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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