

HERMÈS

INTERNATIONAL

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SOCIÉTÉ HOLDING DU GROUPE HERMÈS, SOCIÉTÉ EN COMMANDITE PAR ACTIONS AU CAPITAL DE 53 840 400,12 EUROS - 572 076 396 RCS PARIS

communiqué de presse ♦ press release

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Hermès unveils its new flagship digital store in Europe.

Conceived like all Hermès stores, drawing on their ambiance, window displays, products, services and narratives, the new *hermes.com* website combines e-commerce and content at a single address.

Hermes.com has been given a new lease of life. The new website is in touch with the times and current habits of its contemporaries. Conceived and designed with an omni-channel approach by the house's specialists, it offers a fluid browsing experience.

At hermes.com, you can treat yourself to a long-desired object or stumble upon an unexpected piece as you move from one page to the next. In just a few clicks, visitors can explore the creativity of wide-ranging collections from the house's 16 metiers.

Editorial content – films, photographs and articles – offers deeper insights into Hermès' worlds. These narratives tell the stories behind the objects, artisans, workshops, events, materials, artists, know-how and fashion shows...

With this new website, Hermès also shares its commitment to sustainable development, for example through the *Empreintes sur le monde (Footsteps across the world)* films by Frédéric Laffont*

Hermes.com is an attitude that combines creativity, authenticity and singularity with the fluidity of an e-commerce website.

<http://www.hermes.com/>

Hermès broke new ground by opening its first e-commerce website in the United States in 2001. It was then rolled out to the saddler's various other markets. Hermès' digital ecosystem has since expanded with the launch of Les Ailes d'Hermès in 2007 and the Maison des Carrés in 2014. The new hermes.com website was launched in Canada in June 2017, then in the United States in October 2017. The website, available in French, English, Spanish and German, is now live in 18 European countries: Germany, Austria, Belgium, Denmark, Spain, Finland, France, Ireland, Italy, Luxembourg, Norway, the Netherlands, Poland, Portugal, the Czech Republic, the United Kingdom, Switzerland and Sweden.

Since 1837, six generations of enterprising and passionate artisans have devoted themselves to creating objects of the highest quality. From its beginnings as harness-makers to the rich medley of collections offered today, its founding values remain the same – creative freedom, fine craftsmanship, innovation and excellence. A family owned company, Hermès is managed by Chief Executive Officer, Axel Dumas, and its artistic direction is led by Pierre-Alexis Dumas, both sixth-generation family members.

*Frédéric Laffont is a film and documentary maker. Winner of the Albert Londres prize, he also made the film *Les Mains d'Hermès (The Hands of Hermès)* in 2011.