

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

PARIS, 13TH JUNE 2018

REOPENING OF THE HERMÈS STORES IN MONACO AND NICE

The stores in Monaco and Nice, both located on the seafront, have reopened to present the collections from Hermès' fifteen métiers to customers on the French Riviera. The objects, clothing and accessories, which have been carefully chosen for each location, reveal the abundance of Hermès' creations. The atmosphere of the South of France subtly permeates the lines and colours of these two spaces, redesigned by the architecture agency RDAI.

Mediterranean light and colour

The Parisian saddler pays tribute to the colours of the Riviera, accentuating the two renovated spaces with shades of blue, honey and sand. In both Nice and Monaco, the light hues of the cherry wood furniture are a warm reminder that nature is never far away. The windows have been designed to draw in the Mediterranean brightness. In Monaco, in order to protect the store from the strong summer sun, glass screens combined with a golden metallic mesh, woven by textile designer Sophie Mallebranche, filter the sunlight from the façade. They also delineate spaces right down to the lower floor. The walls of the Monaco store, covered in a traditional stucco, coloured with natural pigments, are reminiscent of the wet and dry sands of the beaches. The matt white lacquered staff of the columns and ceiling echoes the radiant sky of the South of France.

The Nice store, endowed with a pale yellow façade, stands opposite the regal palm trees in the Jardin Albert-1^{er}, one of the oldest parks in the Riviera's capital. The walls, in white Marmorino plaster with a slight hint of grey, or enhanced with light oak in the jewellery and watch area, soften the rays of sunlight that stream through the wide picture windows.

Craftsmanship and materials: a Hermès signature

Like all Hermès objects, the premises have been crafted to high standards, with mastery and a spirit of innovation, by the hands of artisans. In Monaco, the matt white lacquered staff of the columns and ceiling is hand-cast in wooden moulds, then installed and adjusted by local craftsmen.

The materials too have been chosen and crafted with the utmost skill. On the floor, terrazzo is combined with a mosaic depicting the historic motif of the Faubourg Saint-Honoré store in Paris. Fragments of glass, mother-of-pearl and silver, laid by hand, evoke the sparkling waters of the nearby sea.

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The staircases punctuate the core of the spaces with their distinctive materials and details. In Monaco, the staircase is a true technical achievement, rendered entirely in terrazzo. In Nice, light stone is furnished with a balustrade whose stirrup-shaped contours recall the house's equestrian origins.

Fluidity, volume and perspective

The Hermès store in Monaco has undergone numerous transformations since it was first opened in 1947. Its listed façade, which curves around the bend in the road well-known to followers of the Monte Carlo Grand Prix, has been returned to its original appearance, rounded at the corners. An extra 150 square metres have been gained by digging into the rock, creating 430m² of open, flowing space. The entrance, like a suspended balcony, offers a panorama of the entire ground floor at a single glance. The collections for the home, those of the men's universe, equestrian, fragrances, bags and silk unfurl under the visitor's gaze. On the lower floor, an atmosphere of understated elegance houses the women's universe, shoes and hats. To the left, the walls of the jewellery and watches area are given subtle warmth by a pinky-ochre patina with touches of golden copper, created by the artist Pierre Bonnefille.

In Nice, the stairwell was moved in order to emphasise the full depth of the store's 200 square metres, located just a stone's throw from the Baie des Anges since 1991. A profusion of creations from men's and women's ready-to-wear, silk, leather, equestrian, watches and jewellery occupy the ground floor. The home universe, installed as if in an apartment, benefits from the privacy of the mezzanine area, interspersed with large alcoves in light wood.

Hermès was established in Paris in 1837, and since then six generations of enterprising and passionate artisans have contributed to spreading its values: sourcing the finest materials, enriching the know-how of highly precise skills, and creating beautiful objects to last throughout time in a spirit of constant innovation.

Hermès is managed by Axel Dumas, CEO since 2013, with Pierre-Alexis Dumas as its Artistic Director. Both are sixth-generation members of the founding family.

The architecture agency RDAI, under the direction of Denis Montel, is responsible for designing all Hermès stores around the world.

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