

# PRESS RELEASE



Paris, 20<sup>th</sup> November 2018

## HERMÈS REOPENS ITS STORE ON AVENUE GEORGE-V, PARIS ON 21<sup>ST</sup> NOVEMBER 2018.

**On 21<sup>st</sup> November 2018, the Hermès store on 42 avenue George-V, Paris is reopening after two years of renovation. With a brighter atmosphere and extended space, the 555m<sup>2</sup> store now unfurls over three floors. A joyous dialogue between heritage and contemporaneity celebrates this new architecture, giving voice to creation, know-how and French craftsmanship through the abundance of collections and exceptional materials.**

The façade immediately piques the visitor's interest. It is owed to the milliner Ernest Motsch, who set up shop here in 1870 and whose name is still inscribed in golden letters on the wooden store-front. RDAI, the Parisian architecture agency in charge of the renovation, was therefore extremely mindful of the building's listed status. The mahogany frames of the store windows and their Haumont red marble bases have been restored to their full radiance, while the brown awnings, from the ground floor up to the second floor, bring graphic rhythm to the whole façade.

The main entrance has been enlarged and moved onto avenue George-V. To the left, the millinery department, with a separate entrance, occupies a new space enhanced with parquet flooring in ebony and walnut. Similar elegance is to be found in the silk, fragrance and leather goods areas, where the floors are adorned with grey-blue marble with hints of ochre, and a mosaic inspired by the original design in the Faubourg Saint-Honoré store. The spaces coil around the sculptural contours of the central staircase. The upward curve, conceived like a ribbon, creates a dynamic flow of movement by separating the staircase into two flights, each serving a different wing of the building.

The more intimate first floor has been designed to play with the codes of a Haussmann-style apartment. The enfilade of rooms opens up new perspectives that emphasise volumes and offer visitors a wide view of the diversity of creations, from women's and men's ready-to-wear through to the jewellery and watches. The rooms feature finely-crafted fireplaces, tall mirrors and herring-bone parquets, while the colour palettes are soft and imaginative, with an almost matt blue-grey for the men's universe and an almost flesh-coloured, pearlescent pink for women's. The walls are decorated in sensual hues, conceived in close collaboration with artist Pierre Bonnefille. On the floor, teal and carmine carpets bring warm and invigorating colour accents to the atmosphere.

On the second floor, the men's bespoke space with its rigorous architecture and an intimate salon invite visitors to recount their inspirations and dreams. Here, the décor takes off at a tangent; palm frond patterns stand alongside baroque mouldings, golden-brown hues contrast with blue-green tones.

# PRESS RELEASE



Inventiveness in motion, the love of fine craftsmanship, a free spirit... The store on avenue George-V is ready to convey the values and abundant creativity of the Parisian house.

An exceptional collection of precious bags and accessories for men and women has been created to celebrate the store's reopening.

[hermes.com](https://www.hermes.com)

2/2

**Hermès**  
42, avenue George-V  
75008 Paris

At Hermès, the quest for perfection, passion for the future, and respect for the past have been inextricably linked since 1837. For over 180 years, six generations of passionate entrepreneurs and artisans have dedicated themselves to creating objects of the highest quality. From the house's origins as harness-makers, to the rich and original collections presented today, its core values of creative freedom, exquisite craftsmanship, innovation and excellence have remained the same. A family-owned company, Hermès is led by CEO Axel Dumas, and its creative direction is managed by Pierre-Alexis Dumas, both sixth-generation family members. The architecture agency RDAI, under the direction of Denis Montel, is responsible for designing all Hermès stores around the world. The full range of products is available worldwide through a network of 308 exclusive stores.