

PRESS RELEASE



Shanghai, 13th December 2018

HERMÈS CELEBRATES THE REOPENING OF THE SHANGHAI IFC STORE

On 13th December 2018, Hermès is set to unveil a refurbished store in the heart of Lujiazui, Shanghai's financial district. The reopening of the Shanghai IFC store, after its inauguration in 2010, marks a new chapter for the Parisian house in the city, and is testament to its continued commitment to China.

Located in a dynamic area, the newly renovated and expanded store welcomes guests into a 568m² space which spans two levels. The interior interacts delicately with the geometry of the mall architecture. The sculpted glass with varying degrees of translucency creates a poetic rippling effect on its impressive façade and screens the view into the store, inviting visitors on a journey into Hermès' métiers.

Upon entering, visitors are welcomed by the house's signature architectural leitmotifs such as the Grecques lights – moulded glass globes specially designed for Hermès in 1925. Fully encased in a glittering fish scale effect façade, the store dedicates its central area to fashion jewellery and watches, alongside a selection of silk scarves showcasing Hermès exceptional craftsmanship. To the right, customers are invited to explore the world of fragrances, which leads into the leather and equestrian collections. Turning left, visitors can discover the women's and men's universes. Accessible by a discreetly located staircase on the first floor, the private lounge offers a comfortably intimate ambience with a warm palette of colours and materials.

On the first floor, the transverse open space provides an ideal setting to clearly define each universe and creates a sense of privacy within each one using different flooring and dividing wall panels. The exploration can be continued in a separate space on the second floor.

Located on the estuary of the Yangtze River, Shanghai is one of the most important cities in eastern China and a vibrant global melting pot of economy, finance, shipping and technological innovation. Since its debut in Shanghai, Hermès has witnessed the city's dynamic transformation, whilst invariably offering the Orient a taste of French elegance. Showcasing the house's values in an expanded space, the new IFC store offers guests an immersive experience of Hermès' ultimate craftsmanship, savoir-faire and abundance of creations. By the end of 2018, Hermès will have 25 stores in the country.

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 firm 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 309 exclusive stores.

hermes.com