

# HERMÈS

## INTERNATIONAL

24, RUE DU FAUBOURG-SAINT-HONORÉ, 75008 PARIS - TÉL. +33 (0)1 40 17 49 20 - FAX +33 (0)1 40 17 47 18  
SOCIÉTÉ HOLDING DU GROUPE HERMÈS, SOCIÉTÉ EN COMMANDITE PAR ACTIONS AU CAPITAL DE 54 506 155,14 EUROS - 572 076 396 RCS PARIS



### communiqué de presse ♦ press release

THURSDAY, FEBRUARY 28, 2019

#### HERMÈS OPENS NEW BOUTIQUE IN THE MALL AT MILLENIA IN ORLANDO, FLORIDA

Hermès is pleased to announce the opening of a new boutique on March 1<sup>st</sup> in the Mall at Millenia in Orlando: the third in the Sunshine State, joining the stores in Miami and Palm Beach. The new Hermès Orlando boutique will be the 35<sup>th</sup> store in the United States and reinforces our commitment to the dynamic growth in the market.

The façade conveys Florida's verdant, tropical nature, employing four shades of glossy green enameled ceramic tiles. The enamel finish reflects natural light and brings the boutique to life, giving it an elegant, jewel-like impression via faceted, geometric patterns.

The 3,800 ft<sup>2</sup> boutique expresses a contemporary architectural vocabulary yet is rooted in the classical codes of the house with the use of pale-green Faubourg Saint-Honoré mosaic tiles and *Grecques* lighting, designed for Hermès in 1925. The color palette of the materials continues a dialogue with natural elements, such as a sand-colored terrazzo floor highlighted with mother-of-pearl inserts and green glass fragments.

The main volume of space is divided into three sequences with an asymmetrical layout to pique interest and allow flow between métier universes. The first volume, orientated toward the façade, is light and airy. Curved walkways define natural passages of movement that invite visitors to discover the collections of objects, men's and women's ready-to-wear and accessories within the boutique. Toward the rear of the store, the jewelry area is distinguished within an alcove enveloped by sandblasted cherrywood walls that echo the geometric pattern of the façade.

This new store, elegant and warm, welcomes visitors into the heart of the Parisian House. It displays Hermès' abundant collections and reveals the freedom of creation fueled by the excellence of the know-how.

*At Hermès, 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 from the 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.*

For further information about Hermès, Hermès objects, and other store locations in the United States, please visit [Hermès.com](http://Hermès.com).

**Hermès Orlando**  
The Mall at Millenia  
4200 Conroy Road,  
Florida 32839

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#### **About The Mall at Millenia**

Orlando's world-class shopping destination is a spectacularly designed 1.2 million ft<sup>2</sup> center, offering 150 of the world's finest stores, services and eateries that provide an unparalleled shopping experience presented in a dramatic architectural environment and complimented by superior amenities and guest services.

The Forbes Company is a nationally recognized owner, developer and manager of iconic regional shopping centers, renowned throughout their respective markets for their retail innovation, fashion leadership, distinctive architecture and luxury appointments.

Taubman Centers, Inc. is a partner of The Forbes Company in The Mall at Millenia. Taubman Centers, Inc., a real estate investment trust, owns, develops, acquires and operates regional shopping centers nationally. Taubman Centers currently owns and/or manages 22 urban and suburban regional and super regional shopping centers in 10 states.