

HERMÈS

INTERNATIONAL

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communiqué de presse ♦ press release

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HERMÈS REOPENS ITS AMSTERDAM STORE AT A NEW LOCATION

Hermès is pleased to announce the reopening of its store, on 18th May 2019, in Amsterdam located on Pieter Cornelisz Hooftstraat, a few steps away from the former location opened in 2006. With this enlarged new address, the Parisian house celebrates its close relationship with local customers and makes a significant statement of confidence in the Dutch market.

Serving as a reflective glass façade, the exterior bricks used for this building pay tribute to the historic street fronts. The new design of the Amsterdam store was entrusted to the Parisian interior architecture agency RDAI, which designs all Hermès stores worldwide, while the glass façade was a work of the Dutch design agency MVRDV.

Upon entering the store, visitors are greeted by the open and welcoming layout, a space which hosts two levels and a mezzanine. The ground floor features the iconic Hermès ex-libris mosaic pattern, inspired by the original design in the Faubourg Saint-Honoré store, in earthy shades of brown. Visitors encounter women's silk, perfumes and fashion jewellery in the front area, whilst accessories for men and women are displayed at the heart of the store. Further along, over two inserts of warm, brown coloured carpet, one can discover the space dedicated to ready-to-wear and shoe collections. This area is softly illuminated by a glass canopy, whereas elsewhere the traditional *Grecques* lights, originally designed for Hermès in 1925, adorn the ceilings.

The wooden ribbon curved staircase on the left, visible from the outside, is a striking sculptural addition to the space. Acting as a pathway which progresses through the staggering height of the two floors, the brick-coloured leather banister invites guests to further discover the rich array of Hermès creations. Halfway up the stairs, bathed in natural light, is the mezzanine hosting collections for the home. Jewellery, watches and leather goods are displayed on the first floor, which is open on both sides like a balcony. The intimate atmosphere of the store is accentuated by a warm, bronze colour palette inspired by the traditional bricks of Amsterdam.

This new store illustrates Hermès' high regard for local surroundings and welcomes visitors into the heart of the house's abundant collections nourished by its freedom of creation and excellence of know-how.

Since 1837, Hermès has remained faithful to its artisan model and its humanist values. The freedom to create, the constant search for beautiful materials, the transmission of a savoir-faire of excellence, and the aesthetic of functionality all forge the singularity of Hermès, a house of objects. An independent, family owned company, Hermès is dedicated to keeping the essential element of production in France through its 42 workshops and to developing its network of 310 stores in over 49 countries. Axel Dumas, a sixth-generation family member, has been Hermès CEO since 2013.

Founded in 2008, the Fondation d'entreprise Hermès supports projects in the areas of artistic creation, training and the transmission of savoir-faire, biodiversity, and the preservation of the environment.

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