



## PRESS RELEASE

Paris, 12<sup>th</sup> July 2019

### HERMÈS UNVEILS THE METAMORPHOSIS OF ITS STORE IN PRAGUE (CZECH REPUBLIC)

On 12<sup>th</sup> July 2019, Hermès is delighted to unveil the metamorphosis of its Prague store, in the heart of the capital also known as the City of a Hundred Spires. With a completely renovated space, located on the corner of Kostelní and Pařížská streets since 1997, Hermès is proud to reaffirm its presence in the Czech Republic and celebrate its close relationship with its faithful customers. This reopening makes a significant statement of confidence in the Czech market.

The Prague store has doubled its retail surface and is split across two levels: the ground floor and the basement, both bathed in the creative and craftsmanship spirit of the Parisian house. Conceived by the Parisian architectural agency RDAI, the contrasted colour palette used in the interior evokes the strong identity of the city. Upon entering, customers are welcomed by leather and women's silk collections, all enveloped in natural lighting. The terrazzo flooring with caramel and amber inserts further illuminates the space. Cherrywood used for the furniture adds warmth, contrasting pleasantly with the dark blue and golden tiles mosaic underfoot. The night blue carpet, with a reinterpretation of Prague's famous astronomical clock in an abstract circular graphic, was developed especially for this store.

Further along, elevated by a couple of steps, the main room is highlighted by a contemporary, circular chandelier floating underneath the painted landmark ceiling. Two wooden and brass arches give structure to the main room, creating a sequence of three rooms on this slightly raised level. Here, visitors are welcome to wander through perfumes, fashion jewellery and the men's collection.

The staircase announces the volume of the basement with a wrapping wall accented in gold leaf. Inspired by the existing vault, the basement's design creates an unexpected curved space where customers are invited to discover watches, jewellery and the women's universe.

Echoing the surrealist spirit of Prague with a juxtaposition of different styles, as well as expressing the singularity of a Hermès home, the space reflects the freedom of Hermès creations fuelled by the excellence of the house's 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.

[hermes.com](http://hermes.com)

**Hermès Prague**  
Pařížská 120/12  
Staré Město, 110 00  
Monday to Friday: 10 am - 19 pm  
Saturday: 10 am - 18 pm / Sunday: 12 am - 18 pm