



## PRESS RELEASE

Paris, 25<sup>th</sup> November 2019

### HERMÈS UNVEILS ITS RENOVATED STORE IN SOGO DEPARTMENT STORE, CHIBA, JAPAN

**Hermès is delighted to announce the reopening of its store in Sogo department store, Chiba (Japan) on 23<sup>rd</sup> November 2019. With this metamorphosed space, which has been serving faithful customers since 1993, Hermès reaffirms its presence in the Japanese market and continues to nurture a relationship with the country stretching back over 50 years.**

Located on the fourth floor of the mall, the store has been transformed by Parisian architecture agency RDAI. The distinct architectural vocabulary of Hermès blends harmoniously with traditional Japanese materials, and the doorless open entrance invites visitors to discover the abundant collections of Hermès' fifteen métiers. The interior, structured with rounded pillars, features warm and natural colour tones.

Visitors are greeted by a bright atmosphere with women's silk collections and perfumes to the left and objects for the home, equestrian collections and fashion accessories to the right.

The mosaic tile flooring is surrounded by terrazzo, in harmony with the dark brown carpet and beige stucco-and-straw finish of the walls. The leather goods furniture is located at the centre of the store. Further on, visitors will discover the ready-to-wear and shoe collections. Throughout, the walls are adorned with white bamboo sourced in Kyoto, painted brick red.

This newly-renovated store welcomes visitors into the heart of Hermès' abundant collections and reveals a freedom of creation fueled by excellent 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 as of 31<sup>st</sup> December 2018. At year-end, the group employed more than 14,000 people worldwide, including more than 8,800 in France. 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**

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Opening hours: 10am - 8pm