



## PRESS RELEASE

Kuwait City, 19<sup>th</sup> February 2020

### HERMÈS UNVEILS ITS NEW STORE AT THE AVENUES, MARKING A NEW CHAPTER FOR THE HOUSE IN THE REGION OF THE MIDDLE EAST AND THE DYNAMIC STATE OF KUWAIT

**On 19<sup>th</sup> February 2020, Hermès is delighted to announce the opening of its new store in Kuwait at The Avenues, the second largest shopping centre in the Middle East. This new store presents a full transformation of Hermès' presence in Kuwait City, having first opened there in 2011, and reinforces Hermès' commitment to the region.**

The majestic two-storey façade, composed of black marble granite and golden frames, features large windows surrounded by beige grooved paneling. On the first floor, the windows are covered with a translucent metallic fabric in gold tones, providing intimacy for the indoor space behind. The new store spans a 513 m<sup>2</sup> interior, double the size of the former address, and showcases the full offering of Hermès' sixteen métiers to give clients a broader and more dynamic array of the Parisian house's collections.

At the entrance on the ground floor, clients are welcomed by the iconic Hermès Faubourg-Saint-Honoré mosaic in shades of white and havana, embellished here with cabochons. Visitors first discover Hermès' silk collections, perfumes, and an extensive space dedicated to leather goods. An area for the men's universe carries men's ready-to-wear, shoes and accessories, and a made-to-measure salon which allows clients to order bespoke clothing. On the right, a jewellery and watches room completes the offer.

A central winding terrazzo staircase, outlined by a handrail in black metal and rosewood, invites visitors to discover the first floor. Here, clients are introduced to the women's universe, including a spacious women's ready-to-wear display, an extensive shoe salon and the new métier Hermès Beauty. For the first time in Kuwait, the new store also introduces Hermès' furniture among its collections for the home, together with a complete range of the house's extensive tableware, fabric and wallpaper.

While the ground floor's colour palette features light beige and wooden walls in dark finishes, the first floor is bathed in lighter tones, a copper tint and deep gold. For this new address, French artist Christian Renonciat has specially created a wooden sculpture representing Pegasus, made of cut and juxtaposed fibreboard panels with handmade gold leaf finishing.

Designed by the Parisian architecture agency RDAI, this new store plays with the Parisian architectural codes while reflecting the tight bond between Hermès and the Middle East.

A joyous dialogue between heritage and contemporaneity celebrates this new architecture, giving voice to creation, know-how and French craftsmanship through the abundance of collections and exceptional materials.

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 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 44 countries as of 30<sup>th</sup> June 2019. At year-end, the group employed more than 14,700 people worldwide, including more than 9,000 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](http://hermes.com)

**Hermès at The Avenues, Kuwait**  
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