



PRESS RELEASE

Lugano, 6th March 2020

HERMÈS UNVEILS THE METAMORPHOSIS OF ITS STORE IN LUGANO, SWITZERLAND

On the 6th of March 2020, Hermès is delighted to announce the reopening of its newly renovated store in the heart of the Swiss-Italian city of Lugano. With this metamorphosed and enlarged space located in the city's historic centre and dynamic pedestrian artery - Via Nassa, Hermès reaffirms its commitment to its location in southern Switzerland and its close relationship with its faithful customers.

After nine months of renovation the new store invites visitors to discover the diversity of the Parisian house's creations in a brighter and larger retail space of 200m² which enables the Hermès objects to display the fruit of the alliance of inventiveness and expert know-how to the fullest extent.

Hermès has been present in the city of Lugano for sixty years and has occupied the same building since its inception. The Parisian architecture agency RDAI has been entrusted with preserving Lugano's unique Swiss-Mediterranean atmosphere and local charm while showcasing the city's exceptionally innovative architectural expertise. Assuredly, the renovated store enables guests to wander through the extensive universes of the Maison in a warm and intimate haven which echoes Lugano's Italian influences.

At street level, the several large windows offer visitors a glance into the store. Upon entering, guests are greeted by the House's ex-libris mosaic inspired by the Faubourg Saint-Honoré Parisian flagship store and discover the areas dedicated to fragrances, women's and men's silk collections, and watches. Further on, a space dedicated to the home universe and the jewellery collection offer a more intimate atmosphere. Featuring a warm terracotta stucco wall, the store now offers a more luminous space which frames the new and elegant stone staircase leading to the first floor.

Upstairs, customers dive into Hermès' leather and equestrian universes, as well as the women's and men's ready-to-wear and shoes collections displayed in an intimate setting. Warm wooden floors, yellow ochre and toffee coloured rugs recall the convergence of pre-Alpine mountains and Mediterranean shores.

This transformed store presents a new perspective on Hermès' spirit, binding the traditional yet innovative essence of Lugano and Hermès' creativity and fine craftsmanship.

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 43 workshops and to developing its network of 311 stores in 45 countries*. The group employed more than 15,400 people worldwide, including more than 9,500 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.

* As of 31st December 2019

[hermes.com](https://www.hermes.com)

Hermès
Piazzetta Maraini / Via Nassa 2
CH-6900 Lugano
Switzerland