

HERMÈS

INTERNATIONAL

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SOCIÉTÉ HOLDING DU GROUPE HERMÈS, SOCIÉTÉ EN COMMANDITE PAR ACTIONS AU CAPITAL DE 54 506 155,14 EUROS - 572 076 396 RCS PARIS



communiqué de presse ♦ press release

Paris, 21st August 2019

HERMÈS UNVEILS ITS RENOVATED STORE AT NIHOMBASHI MITSUKOSHI, TOKYO

Hermès is delighted to announce the reopening of its store at Nihombashi Mitsukoshi department store, in Tokyo on 21st August 2019. It reaffirms its presence in the Japanese market with a renovated store displaying Hermès' abundant collections, which has been welcoming faithful customers since 1994.

The district of Nihombashi has flourished as the heart of Japanese culture and commerce since the Edo period, where techniques such as 'kabuki' and 'ukiyo-e' woodblock printing started. The store façade is punctuated by a pattern inspired from the Kumiko Art Woodwork, a traditional Japanese know-how, showcasing the warmth of wood. A woven metal fabric creates a semi-translucid claustrum on the exterior façade, allowing natural light to flow in while creating an intimate space. Traditional Japanese motifs, reinterpreted in the Hermès style, adorn the interior of the store.

Conceived by the Parisian architectural agency RDAI, the space is divided into two independent zones that appear to be two different stores. The first zone, near the entrance, welcomes customers with silk collections, fashion accessories, watches and jewellery, perfumes and objects for the home in a warm atmosphere. Further down, the second zone offers a calm space using lustrous gold and darker colours inspired by *urushi* Japanese lacquer, where visitors can discover leather goods, equestrian, feminine and masculine ready-to-wear and shoes.

Reborn as an important hub conveying Hermès' creativity and craftsmanship, the renovated Hermès Nihombashi Mitsukoshi store expresses the house's desire to keep surprising loyal customers and enchant new ones, as they discover the world of Hermès through objects of beauty.

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.

Hermès Nihombashi Mitsukoshi Main Store:

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Opening hours: 10am – 7pm