



PRESS RELEASE

San Francisco, November 14th, 2019

HERMÈS UNVEILS A FULLY RENOVATED AND EXPANDED FLAGSHIP STORE IN SAN FRANCISCO, USA, A MAJOR MILESTONE FOR THE HOUSE ON THE WEST COAST

Reinforcing the house's commitment to dynamic growth and nurturing an over 30-year relationship with the local community, Hermès is proud to announce the metamorphosis of its San Francisco boutique on November 15th.

The new store builds on the house's iconic presence in the city and follows recent boutique openings in the Meatpacking District and Waikiki. "We are thrilled to return to historic Grant Avenue and to our beautiful, landmarked building where we first moved in 2003," said Robert Chavez, President & CEO of Hermès USA. "A new floor and expansive interiors will allow us to increase the offering of our 15 métiers, giving our clients a broader and dynamic array of collections. We look forward to providing an enhanced, personalized service to all of our clientele." Hermès unique entrepreneurial spirit centered on creativity and craftsmanship echoes the dynamism of the forward-looking city of San Francisco.

The innovative 9,000 ft² space embodies the roots of the house while expressing a reflection of the Californian way of life. The two floors are linked through an evolution of copper tint, wood tones, terracotta, and Havana, increasing in intensity from the first to second level. The color story reflects the Californian climate with a warm atmosphere flowing throughout the walls, floors, fitting rooms, and displays. Themes and textures from the Paris flagship brought the Hermès touch to the interior, from the basket-weave mosaic floor tiles, to the Greek friezes that frame the space.

In the heart of the boutique, designed by the Parisian architecture agency RDAI, a striking new staircase weaves through the space in a solid oak wood ribbon formation with the Hermès leather universe presented at its base and expanding to the back of the floor. First floor offerings also include women's and men's silk, fashion accessories, fragrance, and equestrian.

Ascending to the second floor, while perusing the shoe salon, guests can pause at the coffee bar during their discovery of the store, a new element to our boutiques intended to enhance the experience. The second level has been carefully formatted to allow the abundance of natural light to illuminate the women's and men's universes, fine jewelry, watches and an extended space that houses the full assortment of furniture and objects for the home. At the back of the floor, the made-to-measure service and craftsman are installed.

Several exclusive objects have been created for the occasion, including special versions of the *Kelly* bag, an updated wicker fishing bag, new colorations of a select scarf design and unique colorways of the Apple Watch Hermès bands.

The address offers a new perspective on Hermès' roots, providing an opportunity to explore a world of pleasure and wonderment.

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 31st 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](https://www.hermes.com)

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