



PRESS RELEASE

Paris, 1st October 2019

HERMÈS REOPENS ITS SIAM PARAGON STORE IN BANGKOK

On 2nd October 2019, Hermès is delighted to unveil its renovated store at the Siam Paragon shopping centre, reaffirming Hermès' strong bond with Thailand while reflecting its well-established relationship with local customers and guests from across the world.

First opened in 2006, the Hermès store at Siam Paragon is located at the heart of the shopping district in Bangkok, a city with a bustling spirit infused by a rich cultural heritage and renowned craftsmanship.

Designed by the Parisian architecture agency RDAI, the entirely transformed 277m² retail space elegantly resides at the mall's main entrance. Behind the glass, the store's interior façade is composed of full height sliding wooden claustra, inspired by traditional Thai houses, playing with perforated and opaque sections to offer privacy yet entice curiosity with two large show windows. Once inside, the warm atmosphere offers a soothing contrast with the bursting energy of the mall's atrium.

Upon entering the store, visitors are greeted by the house's ex-libris in stainless steel recessed in the dark caramel bamboo flooring and signature *Grecques* lights, designed for Hermès in 1925. Thai crafts inspired the store's overall decoration with handmade materials such as the Thai silk fabric and the "Yan Lipao" panelling the walls, the woven fern vine using 150-year old local basketry know-how. Its dark colour, combined with the caramel bamboo parquet, counterbalances the light tones preferred for the cherrywood furniture, giving the space a cosy ambiance. The bespoke saffron yellow, turmeric orange and ruby red plush carpets add to the store's warm feeling. At the entrance, guests are welcomed by the silk collections, continuing on to fragrances and fashion jewellery, or equestrian objects and collections for the home. Taking centre stage on the emblematic mosaic floor pattern, the leather goods area opens the way to three more intimate spaces where visitors can discover the women's and men's universes as well as the watches and jewellery.

Following the recent opening of two new stores, at ICONSIAM in late 2018 and at Central Phuket Floresta in 2019, 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. 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)

Hermès at Siam Paragon
M Floor, 991 Rama I Road
Pathumwan, Bangkok 10330 THAILAND