

# 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

Honolulu, Hawaii, April 25, 2019

### HERMÈS ANNOUNCES REOPENING OF ITS STORE IN WAIKIKI, HONOLULU

On April 26, 2019, Hermès is delighted to unveil an expanded boutique in oneiric Oahu, the 50<sup>th</sup> U.S. state and largest of the Hawaiian Islands. This volcanic archipelago is renowned for rugged landscapes of cliffs, waterfalls, tropical foliage and beaches with multicolored sands.

Since 1989, the Hermès Waikiki boutique has been located at the Royal Hawaiian Center, alongside the iconic pastel pink Royal Hawaiian hotel. This boutique opened to cater to the growing number of visitors from the continental United States, Japan and other regions of the Pacific. Out of 36 stores in the US, this address makes a significant statement of expansion and confidence in the market. It is paired with the nearby Ala Moana Center store which re-opened in 2016.

The renovation and expansion of the original Waikiki boutique transforms the building into an impressive three-floor flagship store with a retail area of 7,900 ft<sup>2</sup>. The original “scratched” concrete exterior structure has been retained as a base for a statement façade. Featuring a rich, brown, lacquered metal structure, the thin horizontal metal strips create the effect of claustra panels. This allows light to penetrate the interior while still providing shade and protection from the strong, tropical sunlight. Two metal canopies provide additional shelter from sun, one all around the top of the façade and the other shielding the main entrance. On the side façade of Royal Hawaiian Avenue, a three-story window is framed by a cable grid designed to encourage climbing plants to create a living wall in harmony with the lush tropical location. The façade on Kalakaua Avenue features two large show windows to present the intricate beads sculptures by Mexican-American artist Raul de Nieves. On the interior side of the mall, the façade is rendered in bamboo placed in a horizontal orientation.

The boutique’s three-level staircase winds its way upward along both the exterior and interior vegetal walls. Light, slatted wood partitions divide spaces on each floor, allowing the natural light to permeate. Inside, the venetian stucco walls, both in lighter and darker brown tones, echo the natural Hawaiian landscape. In the jewelry and salon areas, a straw wallpaper alludes to the cultural heritage of the island. Inspired by the original design in the Faubourg Saint-Honoré store, the mosaic varies in colors; one with a chocolate background and linen pattern, the other with a linen background and charcoal pattern, both featuring brown glass centerpieces.

On the first floor, guests will discover the silks, perfumes, fashion accessories, leather goods as well as watches and jewelry. On the second floor, visitors can explore the men’s and home universes. The third floor is dedicated exclusively to the women’s universe, with the addition of a private salon.

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In celebration of the new store, a series of special Hermès objects have been created using illustrator Filipe Jardim's colorful designs. The collection features a pineapple bag, paddle board racquets, a *Herbag* backpack, and a one-of-a-kind surfboard, among others.

Filled with light, this new store welcomes visitors into the heart of the Parisian house. It displays Hermès' abundant collections and reveals the freedom of creation fueled by the excellence of the 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.*

Hermès Waikiki at the Royal Hawaiian Center  
2201 Kalakaua Avenue  
Honolulu, Hawaii  
Phone: (808) 922-5780  
Monday to Sunday: 10am – 10pm