

HERMÈS

INTERNATIONAL

24, RUE DU FAUBOURG-SAINT-HONORÉ, 75008 PARIS - TÉL. +33 (0)1 40 17 49 20 - FAX +33 (0)1 40 17 47 18
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

5th September 2018

HERMÈS OPENS A NEW STORE IN XI'AN SKP, SHAANXI PROVINCE, CHINA

As one of the four ancient capitals of China, the north-western city of Xi'an played a major role in the evolution of the country's culture and will soon be home to the 25th Hermès store in China. This new destination in a world-renowned city will showcase the rich variety of Hermès métiers, while making a strong statement of expansion and unwavering confidence in the market.

Designed by RDAI, the Parisian architecture agency, the 255 square-metre space draws on a very mineral inspiration in order to echo the old city atmosphere. Cool-toned dark blue marble arches contrast with the cherry wood furniture, and warm-toned floors split the store into its various métiers. A highlight of the store's layout is its use of ore materials, recalling Xi'an's ancient charm, and marrying it to the identity of the French saddle maker.

A multi-layered arch in dune-beige marble marks the store's entrance, from which a winding path guides the way inside. Upon entering the store, guests are welcomed by the house's signature architectural leitmotifs such as the "Greek" lights – moulded glass globes specially designed for Hermès in 1925 – which accentuate the women's silk area. Women's ready-to-wear, shoes, perfume and fashion accessories embrace the area on both sides. As guests move further into the space, they discover Hermès craftsmanship and exceptional know-how through the variety of the Hermès métiers: jewellery and watches, leather, with the men's universe on the left, and the home universe on the right.

As the Hermès Greater China C.E.O, Luc Hennard comments, "Xi'an is an important step for Hermès in this part of China. We believe in the growth and blossoming of this region, always offering great service and an experience to remember."

Since its first opening on the Beijing Peninsula in 1997, Hermès' presence in the country has grown to 25 stores. The Xi'an store further testifies Hermès' commitment to China as well as a new beginning for the house in the north-west region.

At Hermès, aspiration for perfection, passion for the future and respect for the past have been inextricably linked since 1837 and six generations of passionate entrepreneurs and artisans have dedicated themselves to creating objects of the highest quality. From the very start, as harness makers, to the rich and original collections made today, their core values remain the same – freedom of creation, exquisite craftsmanship, innovation and excellence. A family-owned company, Hermès is managed by CEO Axel Dumas, under the creative direction of Pierre-Alexis Dumas, both from the sixth generation of family members. The architecture agency RDAI, under the direction of Denis Montel, is responsible for designing all Hermès stores around the world. The full range of products is available worldwide through a network of 308 exclusive boutiques.