

PRESS RELEASE

Qingdao, 5th December 2019

HERMÈS REOPENS ITS STORE IN HISENSE PLAZA IN QINGDAO, CHINA, UNVEILING A FULLY RENOVATED SPACE

Hermès is proud to announce the metamorphosis of its store in Hisense Plaza in Qingdao on 5th December 2019. This reopening marks a new chapter for the Parisian house in this coastal city and reinforces Hermès' commitment to the Shandong province, as well as its relationship with the local community.

Located at the entrance of the Hisense Plaza, in the vicinity of the seafront, the new 320 m² refurbished and extended space presents a full transformation of Hermès' presence in Qingdao since the house first opened there in 2008. Inspired by the traditional Chinese terracotta tiled roof, the new exterior façade features mineral materials in three ombre colours, giving a distinctive wave-like pixilation that evokes the landscape of the surrounding Laoshan Mountain. The glass-bottomed façade with a hand-carved wooden lattice offers a semi-transparent view of the inside of the store.

Designed by the Parisian architecture agency RDAI, the interior space is framed by Greek-style glazed lights with moulded globes, specially designed for Hermès in 1925. The interior space has been carefully formatted to allow an abundance of natural light to illuminate the offering of all 15 métiers, inviting visitors to discover the broad and dynamic array of Hermès' collections.

Upon entering, visitors discover the women's and men's silk collections, preceding the leather universe. On the right-hand side, envired by the perfume and the objects for the home, fashion jewellery is showcased. On the left-hand side, between the women's and men's universes, visitors can discover fine jewellery and watches collections, both framed by wall panels specially handcrafted using bamboo mosaic tiles. The men's universe is displayed in a refined space of sartorial grey-blue walls, while the women's universe is accentuated by walls in bright yellow sand tones. Contrasting mosaic pattern flooring and light grey natural stone define the areas, while three central carpets stretch through the space.

Champagne-coloured metalwork and sand-blasted larch wood furniture radiate a serene and warm atmosphere throughout the store. The emphasis on natural materials and tonal accords creates an airy ambiance that evokes the land and sea as symbols of Qingdao's natural setting.

The new Hermès store will offer local customers an enhanced retail experience, drawing inspiration from both the striking surrounding landscape and the strength of spirit that together define Qingdao, known as China's Pearl on the Yellow Sea.

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)

Hermès Qingdao Hisense Plaza:
117 Aomen Road, Shinan District
Hisense Plaza
266071