

HERMÈS

INTERNATIONAL

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SOCIÉTÉ HOLDING DU GROUPE HERMÈS. SOCIÉTÉ EN COMMANDITE PAR ACTIONS AU CAPITAL DE 53 840 400.12 EUROS - 572 076 396 RCS PARIS

communiqué de presse ♦ press release

PARIS, 15TH MARCH 2019

HERMÈS OPENS ITS FIRST STORE IN PHUKET, AT CENTRAL PHUKET FLORESTA, THAILAND

Hermès is pleased to announce the opening of its first store in Phuket on 15th March 2019, at Central Phuket Floresta, the recently inaugurated lifestyle shopping destination in the heart of the city. As Hermès' first venture outside the Thai capital, the new Hermès Phuket store makes a significant statement of expansion and confidence in the market. The new address in this world-renowned island will allow the growing population of local residents, along with domestic and international tourists, to discover the abundant variety of Hermès métiers and savoir-faire.

Designed by the Parisian architecture agency RDAI, the elegant 172m² retail space is located by the shopping centre's main entrance and benefits from a double exposure with an exterior and an interior façade. A bamboo claustra follows the line of the mall's exterior glass, filtering the daylight that bathes the indoor space, and further illustrates Hermès' high regard for local craftsmanship. The interior façade is composed of a refined lacquered metal, featuring a large window display, complemented by four recesses with illuminated silk scarves.

Upon entering the store, visitors are welcomed by the House's ex-libris and signature *Grecques* lights, designed for Hermès in 1925. The store is decorated with natural and local materials - bamboo floors and claustra, cognac toned Cherrywood walls, toffee coloured silk and fibre fabrics - tastefully blending various elements of Thai culture and modern architecture. The soft colour palette evokes the sand and the sun in their various shades, providing a delightfully serene and convivial atmosphere.

The overall volume is divided into two main areas by the feminine silk grid facing the entrance. The first one, with the iconic Faubourg pattern mosaic floor, allows guests to explore the silk, fashion jewellery, fragrance, art of living, and equestrian departments. Opposite the leather goods display, an intimate space invites guests to uncover the watch and jewellery collections. Further along, one can discover the women and men's universes. A sand coloured carpet on the floor outlines the area dedicated to the shoe collections, enriched by a delicate custom-made bamboo light module as the ceiling centrepiece.

At Hermès, quest for perfection, passion for the future, and respect for the past have been inextricably linked since 1837. For over 180 years, six generations of passionate entrepreneurs and artisans have dedicated themselves to creating objects of the highest quality. From the house's origins as harness-makers, to the rich and original collections presented today, its core values of creative freedom, exquisite craftsmanship, innovation and excellence have remained the same. A family-owned company, Hermès is led by CEO Axel Dumas, and its creative direction is managed by Pierre-Alexis Dumas, both from the sixth-generation family members. The architecture firm RDAI, under the direction of Denis Montel, is responsible for designing all Hermès stores around the world. As of the 31st of December 2018, the full range of products is available worldwide through a network of 310 exclusive stores.

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