

PRESS RELEASE

Seoul, 10th December 2019

HERMÈS UNVEILS ITS RENOVATED AND EXTENDED STORE IN HYUNDAI APGUJEONG DEPARTMENT STORE IN SEOUL, SOUTH KOREA

Hermès is delighted to announce the reopening of its store in Hyundai Apgujeong Department Store in Seoul, South Korea. With this metamorphosed space, enlarged with a new first floor, Hermès reaffirms its commitment to the Korean market and strengthens its presence in the dynamic city of Seoul.

Now duplex, this refurbished store, first opened in 1999, invites visitors to explore Hermès' abundant collections on a 312 m² space. Vertical geometric patterns made of folded bronze sheets adorn its façades on both levels.

At the ground floor entrance, visitors are welcomed by the house's inlaid signature ex-libris and invited to discover the silk collections, framed on the right by the perfume and fashion jewellery areas. The leather goods are showcased on the left, followed by an alcove displaying the collections for the home. These universes are set off with a light-coloured travertine stone floor. A mosaic pattern flooring, inspired by the Faubourg Saint-Honoré flagship store in Paris, adorns the heart of the silk area.

Having ascended to the new first floor by following the ribbon-shaped cherrywood guardrail, visitors are greeted by the women's universe on the left, and the men's universe on the right. An intimate space to the left of the stairs is dedicated to women's shoes, tucked away between the store's lacquered lattice façade and an additional bronze work screen. Watches and fine jewellery are meanwhile exhibited in an alcove ornamented with a dark red lacquered fabric made by a local craftsman. Bespoke woollen and silk rugs add a softness to the ready-to-wear and fitting areas.

To celebrate this newly renovated store, Hermès invited Indonesian artist Mulyana to create window displays with an alluring seascape. Inspired by the Parisian house's 2019 theme *In the pursuit of dreams*, the installation entitled *Rhythm #2* depicts dreamy underwater scenery with vividly coloured coral and hand-knitted clusters.

This transformed store, designed by Parisian architecture agency RDAI, offers a new perspective on Hermès' spirit, providing an opportunity to explore a world of wonderment. It welcomes its faithful customers into the heart of Hermès' collections, fuelled by a freedom of creation and 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 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

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