

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



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Paris, 26th July 2019

HERMÈS UNVEILS ITS RENOVATED STORE AT IWATAYA, FUKUOKA

Hermès is delighted to announce the reopening of its store at Iwataya, in Fukuoka, on 27th July 2019. With this enlarged new space, which has been serving its faithful customers since 2005, Hermès reaffirms its presence in the Japanese market and in the region of Kyushu, a dynamic landmark destination.

The striking street-side façade, made of glass and laced with a “Kumiko woodwork” design with parametrical patterns, allows natural light to flood the store, whose floor retail space has been significantly increased. Conceived by the Parisian architecture agency RDAI, the single-storey space, wrapped in a warm wooden envelope, reflects the distinct architectural vocabulary of Hermès blended in harmoniously with traditional Japanese traits.

At the entrance, visitors are greeted by a bright and pleasant atmosphere, with silk collections and perfume presented above honey and white mosaic flooring. On one side of the entrance, one can discover watches whilst on the other side, leather goods, home and equestrian collections are displayed. Moving into the store, visitors keep discovering Hermès’ creations through shoe collections and women’s and men’s universes, both displayed on either side of the space.

The store features oak flooring and cherrywood walls fitted with customised panels which are painted with a traditional Kumiko pattern and fitted together by craftsmen. In addition to the intrinsic warmth of the wood, rugs, which seem to have been swept with an indigo coloured paintbrush, define each area, encompassing the store’s clients in a cosy ambience.

Reborn as an important hub conveying Hermès’ creativity and craftsmanship, the renovated Iwataya store will continue to make its visitors dream and to inspire them from the bustling streets of Fukuoka.

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 Iwataya Store Fukuoka:
Iwataya Shinkan Fukuoka 1F
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Opening hours: 10:00 am - 8:00 pm