

# PRESS RELEASE



Mexico City, 14<sup>th</sup> December 2018

## HERMÈS OPENS A NEW STORE IN ARTZ PEDREGAL, MEXICO CITY

On 14<sup>th</sup> December 2018, Hermès is set to unveil a new store in the heart of the Jardines de Pedregal neighbourhood in the new Artz Pedregal shopping mall, Mexico City. This fifth opening in Mexico City is testament to Hermès' confidence in the market. The generous open-air layout of the complex and the unique corner position within the site presented an inspiring opportunity to make an architectural statement with multiple façades.

Boarded by wide, wooden walkways, two long flanks meet at a spacious deep-set corner window that is framed in lacquered copper. This serves as a sizeable display space for seasonal *mises en scène*. For the opening, the window will present a volume interpretation of the artwork "La Serpentine" by French artist Pierre Charpin, based on the shapes and colours of the drawing. The store exterior is striking, as both sides are lined with vertical glass panels of various degrees of opacity bordered by sun-warmed tones. They illuminate the interior with natural light while still offering the visitors inside privacy.

Once inside the 202m<sup>2</sup> store, a central square salon welcomes clients into the silk, fragrance and fashion jewellery areas. Each universe – men's and women's on the right, leather directly ahead, and jewellery and watches on the left – has its own four-sided space. The soaring ceilings accentuate the feeling of spaciousness and are fitted with Hermès *Grecques* lights, first designed for the house in 1925. A graphic motif reflecting the house's codes is echoed throughout the store. It features underfoot on the caramel and white mosaic tiles that surround the iconic Hermès ex-libris, and on the display units that showcase a large assortment of multicoloured silks. The overall effect is that of a harmonious conversation, Hermès' signature architectural vocabulary and the store's distinctive surroundings.

We invite you to download photos of the Artz Pedregal store in the Press Room:  
<http://hermes-internationalpress.fr>  
username: hermesartzpedregal  
password: artzpedregal 2018

At Hermès, the 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 sixth-generation family members. The architecture firm 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 309 exclusive stores.

[hermes.com](http://hermes.com)