

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



communiqué de presse ♦ press release

Paris, 7th August 2019

HERMÈS UNVEILS ITS FIRST HOME IN STUTTGART

After 12 years in the Breuninger department store, Hermès is pleased to announce the opening of its first home in Stuttgart on 12th September 2019, making a significant statement of confidence in the German market.

Located on the ground floor of a Bauhaus-style building with beige-coloured *Mooser Muschelkalk* stone, the store, like all Hermès objects, has been crafted to high standards by the hands of artisans. Upon entering from Stiftstrasse, visitors are greeted by the ex-Libris mosaic floor pattern in Havana and chocolate colours, inspired by the original floor design in the Faubourg Saint-Honoré store, while soft light trickles down from the *Grecques* moulded glass globes designed for Hermès in 1925. Spanning 355m², the new space is divided into six areas dedicated to the creativity of the Hermès métiers. At the entrance, visitors encounter women's silk and fashion jewellery. Further along, they discover leather goods, equestrian and jewellery and watches. To the left, women's ready-to-wear and the home collections are displayed, before continuing on to the men's universe.

Conceived by the Parisian architectural agency RDAI, the premises benefit from a fully-glazed façade punctuated with metal mesh curtains, which allow natural light to flow in while creating an intimate space. The windows on Unter der Mauer street are animated by three backlit silk scarves.

The terrazzo flooring with light beige, mother-of-pearl, and copper inserts further illuminates the space. Cherrywood furniture adds warmth, contrasting pleasantly with the three bespoke carpets which are in harmony with the colour palette of the store. All ironmongery is brushed with a nickel finish and various textiles in natural and earthy tones such as greige, beige and étoupe create a welcoming atmosphere.

Engaging with the creative and entrepreneurial spirit of the city, this new address is an opportunity to celebrate the long-standing relationship between Hermès and Germany, which counts 16 stores. It displays Hermès' abundant collections and reveals the freedom of creation fueled by the excellence of 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. Axel Dumas, a sixth-generation family member, has been Hermès CEO since 2013. Founded in 2008, the Fondation d'entreprise Hermès supports pro-jects in the areas of artistic creation, training and the transmission of savoir-faire, biodiversity, and the preservation of the environment.

Hermès Stuttgart
Stiftstraße 3
70173 Stuttgart
Monday to Friday: 10am - 7pm
Saturday: 10am - 6pm