

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, 25th July 2019

HERMÈS OPENS A NEW STORE IN XIAMEN, FUJIAN PROVINCE, CHINA

A modern international port city, Xiamen will be home to the 26th Hermès store in China from July 26th, 2019. This new chapter demonstrates Hermès' unwavering confidence in the Chinese market.

Spanning 253m², the store can be accessed from the street or via two entrances on the first floor of the Xiamen MixC shopping centre. The decorative wall on the store's facade dynamically reflects the light with its slender vertical metal pipes. Bamboo curtains adorn the base of the store's glass doors and windows, creating a serene and warm atmosphere which entices customers to step inside and discover the abundance of the Hermès' métiers.

Designed by the Parisian architectural agency RDAI, the store creatively integrates elements inspired by the "Fujian tulou" traditional round houses as well as the singularity of a Hermès home. Radiating from the centre, the layout creates a fluid dialogue between the different areas and uses stucco and cherrywood partition walls to welcome the different métiers, adding a sense of privacy while maintaining a clear vision throughout the space.

The interior warm beige colour palette creates a welcoming, atmosphere. Soft light trickles down from the Grecques moulded glass globes especially designed for Hermès in 1925. Approaching from the exterior entrance, visitors will encounter the men's and women's universes on either side. Further along in the centre, the silks, leather goods and watches rest on light European cherrywood and braided bamboo furniture. To the right, customers can discover the equestrian métier, the home collections, the fashion jewellery, before continuing on to perfumes.

As Luc Hennard, Chief Executive Officer of Hermès Greater China, comments: "Xiamen is an important central city on the East coast of China. This beautiful 'garden by the sea' perfectly integrates traditional Minnan culture and the tastes of an international metropolis. Hermès is located in Xiamen for the very first time, sharing the house's creative spirit of craftsmanship with a growing number of local and international visitors and providing a unique experience for every guest."

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 Xiamen MixC Store
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