

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, 25th July 2019

HERMÈS REOPENS ITS MASARYK STORE IN MEXICO CITY

On 25th July 2019, Hermès is delighted to announce the reopening of its store on Avenida Presidente Masaryk, in the heart of Polanco, one of the most prestigious neighbourhoods and shopping destinations of Mexico City. Opened in 1993 as the first Hermès store in the country, this reopening offers the occasion to celebrate the Parisian house's close relationship with local customers, making a significant statement of confidence in the Mexican market.

The refurbished space is divided into three levels, with a symmetrical façade that has been enhanced with a champagne colour. The unobscured windows now allow the natural light to filter into the store and give visitors a fluid perspective into the space before entering.

Facing the entrance, the fashion jewellery, silk and home collections take centre stage on the emblematic ex-Libris mosaic floor pattern, inspired by the original floor design in the Faubourg Saint-Honoré store. Further along is a cosy space which promotes Hermès craftsmanship where visitors will encounter jewellery and watches surrounded by natural fibre fabric panels.

Illuminated by the skylight, the curved three-level wall in the stairway is now covered by a mosaic whose colour gradient shifts from brown chocolate to white, with the sparkle of golden tiles throughout. On the first floor, the women's and men's universes are displayed on a woollen champagne carpet. The equestrian universe which faces the staircase leads to the leather goods, which are surrounded by cherrywood furniture resting on a Jatoba wood flooring.

The new space, designed by the Parisian architecture agency RDAI, enshrines the relationship between the first Hermès store on Faubourg Saint-Honoré in Paris and Mexico's spirit, using emblematic materials, finishes and colours. This renovated store welcomes visitors into the heart of Hermès' abundant collections and reveals the freedom of creation fuelled by its expertise.

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 Masaryk

Avenida Presidente Masaryk 422-A
México, CDMX 11560 Polanco
Monday to Friday: 11 am – 8pm
Saturday: 11am – 6pm
Sunday: Close