

# HERMÈS

## INTERNATIONAL

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communiqué de presse ♦ press release

### HERMÈS OPENS NEW U.S. BOUTIQUE AT THE STANFORD SHOPPING CENTER, PALO ALTO, CA.

(May 18, 2018) Hermès is pleased to announce the opening of its new store at the Stanford Shopping Center, Palo Alto, CA. This new Hermès Palo Alto boutique, located in the heart of the Silicon Valley, will be the house's 34<sup>th</sup> store in the United States.

Designed by the Parisian architecture agency RDAI, under the direction of Denis Montel, the freestanding 380m<sup>2</sup> Hermès boutique acknowledges the modernist scale and ethos of this shopping district with a one-story open plan, large front and rear windows and a striking central skylight which casts a warm glow over the heart of the interior. This new address is likewise a marriage of state-of-the-art technology and traditional craft. The architectural features of the Hermès store in Palo Alto evoke a sense of comfort by connecting with the local environment, embracing natural light and the surroundings, and celebrating the handmade, while simultaneously moving into the future.

As Hermès USA President & C.E.O, Robert B. Chavez comments, "We look forward to offering a warm welcome and exceptional service to a new community of clients from the surrounding area, including entrepreneurs and innovators engaged in the fast-evolving technology industry headquartered in this dynamic region of the country."

The composition of the space provides a streamlined, elegant setting not only for the Hermès collection of métiers, but also its collection of art, including digital installations by artists such as Eric Vernhes. It invites clients to discover the Hermès world through a complete presentation of Hermès collections for men, women and the home, alongside equestrian products to serve the enthusiastic riding culture to be found in nearby neighborhoods.

For the opening, the contemporary artist Eva Jospin crafted signature cardboard landscapes in the windows, taking inspiration from the Northern Californian environment, and approaching her work as a goldsmith would.

*Hermès was established in Paris in 1837, and since then six generations of enterprising and passionate artisans have contributed to spreading its values: sourcing the finest materials, enriching the know-how of highly precise skills, and creating beautiful objects to last throughout time in a spirit of constant innovation. A family-owned company, Hermès is managed by Chief Executive Officer, Axel Dumas, and its artistic direction is led by Pierre-Alexis Dumas, both sixth-generation family members.*