

## PRESS RELEASE

Paris, 16<sup>th</sup> September 2020

### HERMÈS UNVEILS ITS NEW STORE IN VREMENA GODA SHOPPING CENTRE, MARKING A NEW CHAPTER FOR THE HOUSE IN MOSCOW

On 16<sup>th</sup> September 2020, Hermès is delighted to open its new store in Moscow at Vremena Goda shopping centre, a contemporary lifestyle destination. This opening in the historical area of Kutuzovsky prospekt marks a new chapter for the Parisian house in Moscow, where it has been present since 2000.

Located on the first floor, the store's façade is set in light beige and pink stone, with the glazed sections covered by copper metal mesh curtains. This allows a view inside the store, while creating an intimate space, and resonates with the smooth, natural stone.

In a bright and welcoming atmosphere, the new store spans 259m<sup>2</sup> all dedicated to the creativity of the Hermès' sixteen métiers, organised around a central area.

Upon entering, visitors are invited to dive into the silk collections and discover the house's latest innovation, the double-sided carré. On each side of the entrance are fashion jewellery and perfumes and the new Hermès beauty métier, with its first collection, Rouge Hermès, devoted to the beauty of the lips. This area features the iconic Hermès ex-libris mosaic pattern in shades of linen and powder pink, inspired by the original floor design in the Faubourg Saint-Honoré store. On both sides, the front part of the store is dedicated to jewellery and watches, and to the home universe, with brown, textured wood panels on the walls.

The more intimate space towards the back of the store features bespoke carpets in pink, beige and brown, coupled with Grecques lights, inviting visitors to discover three different métiers. Firstly, the leather goods' welcoming salon with beige and pearl-coloured cork wallpaper, followed to the left by a space for the men's universe, decorated in a hazelnut tone fabric, and to the right by the women's universe whose walls are covered in a light pink fabric.

The atmosphere of the store is defined by the pink, beige and brown colour palette. Alternating between lacquered and rough finishes, the balance is created in the contrast between textured wood and innovative woven metal material.

Designed by the Parisian architecture agency RDAI, this third address in Moscow highlights Hermès' confidence in the Russian market and invites both loyal clients and new visitors to explore the house's freedom of creation and craftsmanship through its beautiful objects.

Through its annual theme for 2020, *Innovation in the making*, Hermès pays tribute to the extraordinary tool that is the hand, as well as to the ingenuity that drives every one of the house's craftsmen and women, for it is this combination that characterises the innovative spirit of Hermès.

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 savoir-faire of excellence, and the aesthetic of functionality all forge the singularity of Hermès, a house of objects created to last. An independent, family owned company, Hermès is dedicated to keeping the majority of its production in France through its 43 workshops and to developing its network of 311 stores in 45 countries. The group employs more than 15,600 people worldwide, including more than 9,700 in France, among whom nearly 5,250 are craftsmen\*.

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.

\* As of 30<sup>th</sup> June 2020

[hermes.com](https://www.hermes.com)

Hermès Vremena Goda  
Kutuzovsky prospekt, 48  
Moscow, Russia  
Tel. +7 499 550 33 22