

PRESS RELEASE

Paris, 8 October 2020

HERMÈS OPENS ITS NEW STOCKHOLM STORE, REAFFIRMING ITS LONG-STANDING RELATIONSHIP WITH SWEDEN

On the 9th of October 2020, Hermès is delighted to open the doors of its new home in Stockholm. Sweden's exclusive Hermès store sits on the ground floor of Nordiska Kompaniet, the heritage-listed Art Nouveau department store.

The design draws on Stockholm's historic cityscape and oneness with nature, which informed the warm wooden accents and the joyful colour palette of soft pinks, yellow ochre, luminous copper tones and mineral greens. The result displays a marked appreciation of organic form, abundant light and a sense of spaciousness that provides a convivial backdrop and ideal scene in which to peruse the sixteen métiers of the house.

Entering from Hamngatan, customers encounter the new Hermès store on the right-hand side — a glass-covered facade with geometric copper frames. There are two entrances to the store. From the main double door, there is a sweeping view of the open-plan, 216-metre-square space. The generous volumes see each universe flow freely into the next, from the silk universe, framed by off-white and yellow ochre mosaic flooring, inspired by the floor in the Faubourg Saint-Honoré Parisian flagship store, to the fashion jewellery that lines the far wall.

Customers pass through accessories and discover the collections for the home, including, for the first time in Sweden, the furniture line. From here, they can peruse the equestrian universe on the way to the leather goods salon, before arriving in the intimate men and women's shoe salon. Adjacent is a secluded jewellery and watches alcove, decked out in muted earthy tones. Throughout the store, clients encounter some highlights from 2020's theme "Innovation in the Making": the new collection of double-sided scarves, and, in the fashion jewellery, the cuff bracelets in aluminium, which have the technical prowess of being both lightweight and resistant.

The second store entrance arrives directly into an exclusive and intimate new space for the new beauty métier that is distinctly fitted out in its own powdery pink colour palette, right down to the distinct mosaic on the floor. The offer includes the second Rouge Hermès Limited Edition Autumn-Winter 2020 collection: an ephemeral trio of pink shades.

Envisioned by the Parisian architecture agency RDAI, the unique architectural vocabulary of Hermès is ever-present. The floors are laid with colour-flecked terrazzo tiles, softened by plush rugs, and the lofty 4.20-metre ceilings feature frames of Grecques moulded lighting at each end of the store. Both entrances are marked by the signature ex-libris in satin-brushed stainless steel underfoot. In a nod to Scandinavian design, central structural columns have been plastered and reimagined as modernist, sculptural forms. Feature walls, clad in undulating cherrywood panelling, add warmth and texture to the room.

The two street-facing, arched windows allow for vivid and dynamic animations – realised here with the signature Hermès grid silk frames that illuminate lively and colourful prints. A third, corner window serves as an eye-catching showcase for unique artistic installations. To celebrate the opening, there is a commissioned work by the Dutch contemporary artist Levi Van Veluw. The artist's brightly coloured sculpture, a spinning mechanical sun, explores the romantic world of the

artist as a craftsman. In the tradition of establishing a distinct identity for each Hermès locale, a collection of carefully selected artwork, as well as botanical prints and equestrian catalogues from the Emile Hermès collection, enhance the interiors.

The new Hermès Stockholm home offers an inviting backdrop in which loyal clients and new visitors can discover the harmony between heritage and know-how, and a contemporary creative spirit.

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 30th June 2020

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