



PRESS RELEASE

Dubai, 15th October 2020

HERMÈS UNVEILS ITS FIRST FLAGSHIP DIGITAL STORE IN SAUDI ARABIA AND THE UNITED ARAB EMIRATES

Hermès.com launched in Saudi Arabia and the UAE on 6th October 2020. Conceived in the same way as all Hermès stores which draw on their ambiance, window displays, products, services and narratives, the new hermes.com website combines e-commerce and content at a single address.

In Saudi Arabia, the launch of hermes.com marks the Parisian house's very first retail outlet in the country while, in the UAE, Hermès reinforces its omni-channel network of 3 stores.

At hermes.com, you can treat yourself to a long-desired object or stumble across an unexpected piece as you move from one page to the next. In just a few clicks, visitors can explore the creativity of wide-ranging collections from a selection of the house's métiers.

Editorial content – films, photographs and articles – offer a deeper insight into Hermès' worlds. These narratives tell the stories behind the objects, artisans, workshops, events, materials, artists, know-how and fashion shows...

Hermès also shares its commitment to sustainable development, for example through the *Empreintes sur le monde* (Footsteps across the world) films by Frédéric Laffont¹, which show the house's craftsmanship model and how it seeks to have a positive impact on the world.

New content associated with regional events and cultural programmes will also be posted with the aim of strengthening service and visitor experience.

Hermès.com combines creativity, authenticity and singularity with the fluidity of an e-commerce website, offering the convenience of online shopping to the region for the first time.

KSA: <http://www.hermes.com/ri/en>

UAE: <http://www.hermes.com/dh/en>

¹ *Frédéric Laffont is a film and documentary maker. Winner of the Albert Londres prize, he also made the film Les Mains d'Hermès (The Hands of Hermès) in 2011.*

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

hermes.com
