



## PRESS RELEASE

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### HERMÈS REOPENS AN EXPANDED NEW STORE IN THE WYNN PLAZA, REAFFIRMING ITS COMMITMENT TO LAS VEGAS, NEVADA

On October 31, 2020, Hermès revealed an entirely new retail space nestled in the upper floors of the Wynn Plaza Shops, a new retail wing of the Wynn Las Vegas. Bathed in natural light from a skylight cupola above, the two-story space represents an expansion of more than two times the square footage, with 4,715 square feet of space, from the previous boutique. It also opens the latest chapter in the rewarding history of the Parisian house in Las Vegas.

Hermès opened its first store in this ever-growing American city 25 years ago, at the Bellagio, followed by the first iteration of Wynn Plaza, and the Shops at Crystals. Each step of the way, residents and visitors to the city have deepened their relationship with the attention to detail and know-how of Hermès artisans, as seen through its abundant array of sixteen métiers.

The Wynn Plaza Shops boutique takes its design inspiration from the desert landscapes that meet Las Vegas's city limits, offering a serene, hospitable escape from the bustle and glitter of the surrounding city. In every area of this large, airy space there is an invitation to enjoy a true quality of client experience, surroundings and Hermès craftsmanship.

It begins with a copper-toned mesh screen at the façade on both upper and lower levels to filter and disperse incoming ambient light. Inside, a pale, custom-designed terrazzo floor incorporates natural glass and glints of gold foil.

The store's lower level includes broad open spaces for silk and fashion jewelry, with an adjoining area for leather goods and equestrian equipment abutted by a discreet VIP salon cocooned in cherry wood paneling and vibrant silk jacquard wall coverings. On the other side of the lower level is an ample, newly expanded space for homewares, furniture and lighting as well as a space for perfumes and beauty. Throughout the floor, hand-tufted and looped carpet echoes the desert's striking reds, russets and ochres and demarcates the different universes of the métiers. On the upper level, women's ready-to-wear and a large shoe salon are given a central position, with a second VIP salon, this one lined in copper tweed and dedicated to womenswear clients. A men's ready-to-wear space along with fine jewelry and watches complete the upper level selection. Cork wall covering is shot through with flecks of gold, complemented by leather furniture in caramel, cognac and warm beige.

The whole new interior echoes the nearby Valley of Fire, a striking natural cluster of red Aztec sandstone outcroppings, which the Parisian architecture agency, RDAI, sought to bring inside the space with warm russet tones and the play of light and shadow in the striation of its stones.

The new Hermès store in Wynn Plaza Shops reflects the house's creativity of materials and original architectural signatures while offering a new kind of stimulation — one of aesthetic pleasure, a quest for refinement and lasting dedication to craftsmanship.

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)

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