

PRESS RELEASE

Paris, 18th November 2022

HERMÈS REOPENS AN EXPANDED STORE IN THE JR NAGOYA TAKASHIMAYA DEPARTMENT CENTRE, REVEALING THE SIXTEEN “MÉTIER” OF THE HOUSE WITH A DISTINCT PERFUME AND BEAUTY SPACE

On the third floor of the JR Nagoya Takashimaya Department Store, Hermès is delighted to reopen the doors of its third store in the city. This new location encompasses the sixteen *métiers* of the house, with a generous salon welcoming the women’s and men’s collections, including shoes and accessories, as well as a dedicated perfume and beauty area.

The eye-catching double facades are animated by brightly coloured ceramic tiles crafted using centuries-old ancestral roof-making techniques. For this project, Parisian architecture agency RDAI has married a colourful and contemporary expression of the house’s architectural codes with the region’s melded influence of both the East and West. The two divergent tonal palettes, in a green that recalls the patinated copper roof tiles of the nearby Nagoya Castle, and pinks that evoke a sea of cherry blossoms in spring, delineate the two facades and the interior design. The tiles are assembled in a motif that evokes a sense of movement – like a moment captured in time – a gesture that unites the architectural language of the storefronts.

The Hermès perfume and beauty area is open to the mall, revealing the full collection framed by 3D ceramic-tiled walls to passers-by. Suspended sculptural lighting above underlines the layout, while mirrors enhance the luminosity. The store palette lights up, too, in shades of pink, from the pale rose-coloured stucco walls to the pink marble mosaic flooring and gradient-painted Sen-wood podiums and cabinets that display the objects. Towards the back, elegantly appointed makeup counters invite visitors to try on the complete expression of the Hermès beauty colour palette. A selection of fashion jewellery and accessories will also animate this space.

The adjacent larger space, revels in elegant shades of green, from the deep tones of the exterior to the marble flecks in the terrazzo floors and the green stone of the symbolic Faubourg motif that marks the entrance. The cool green tones are tempered by the lightness of the Sen-wood paneled walls, which create unified volumes within the layout. Each universe is then highlighted by carpets in gradient shades as well as lighting coves, including a curved interpretation of the house Grecque pattern that underlines the main entrance. Here, the silk universe serves as an axis into the leather, along with the equestrian collections, and jewellery and watches salon. An extensive salon is dedicated to the men’s and women’s universes, including shoes and accessories, as well as the collections for the home. The latter space features an inviting private lounge and fitting rooms encased in marquetry fabric walls crafted in the local tradition.

To inaugurate the store, Hermès commissioned Japanese artist Keita Suzuki to create the window display. For this project she has imagined an homage to Nagoya with a free-spirited horse galloping across the skyline of the city.

Hermès looks forward to welcoming visitors into the new location in the JR Nagoya Takashimaya Department Store. The dynamic and inviting environment celebrates the unique local culture and the Parisian house’s colourful sense of creativity and commitment to fine craftsmanship.

Since 1837, Hermès has remained faithful to its artisan model and its humanist values. The freedom to create, the spirit of innovation, 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 which encompasses 16 *métiers*, Hermès is dedicated to keeping the majority of its production in France through its 52 workshops and production sites and to developing its network of more than 300 stores in 45 countries. The group employs more than 18,400 people worldwide, including more than 11,500 in France, among whom more than 6,000 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 2022

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

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