

## PRESS RELEASE

Paris, 26<sup>th</sup> June 2024

### HERMÈS OPENS A NEW STORE IN MITSUKOSHI GINZA, TOKYO, PAYING HOMMAGE TO THE CITY'S GLOWING LIGHTS AND URBAN AESTHETICS

On 26<sup>th</sup> June 2024, Hermès is delighted to announce the opening of its second address in Ginza, located on the first floor of Mitsukoshi retail landmark. Enticing visitors to discover the house's métiers, the spatial design draws inspiration from the city by day and night, as well its dynamic energy, underpinned by the rich contrasts of colours in lights, reflections, and the geometry in urban signs.

The store focal window above Mitsukoshi's entrance features a 3D horse silhouette that can be discovered from the street. The house spirit is revealed through this artistic display made of metal and seen only from certain angles. A semi-sheer origami screens allow natural light to shine through the four additional windows and illuminate the store.

Upon entering the store from inside the mall, visitors are welcomed by a yellow, pink mosaic floor. This cross-shaped tile guides them into a cocoon of wavy panels in rose tones, where perfumes are unveiled alongside the home universe, women's silk, and fashion jewellery. At the rear of the store, the leather and equestrian collections are displayed: to the right, the watch and jewellery area is wrapped in yellow origami marquetry, while on the left, a trail of passages leads to two fitting rooms, a lounge and three distinct salons showing respectively the women and men's shoes followed by the women and men's ready-to-wear universe. Each area features a custom carpet in vibrant colours, with horizontal stripes that echo the interplay of lights and reflections from Ginza's pedestrian crossings.

Envisioned by the Parisian architecture agency RDAI, the environment is designed to evoke the elegant and vibrant atmosphere of Ginza while seamlessly integrating the house codes. Emblematic details are woven throughout, from the Grecques lights to the Faubourg mosaic inlaid on the speckled terrazzo flooring. A sun-drenched palette of red, pink, taupe, mauve, amber, and yellow harmonizes with the warm cedar wood paneling and cherry wood furniture. Walls and enclaves are wrapped in lustrous wallpapers and woven fabrics in soft neutral tones, including shades of rust and champagne.

The decor is adorned with curated artworks from the Émile Hermès collection and photographs from the Hermès Collection of Contemporary Photographs. These include an off-kilter composition of a horse's mane captured by Belgian photographer Harry Gruyaert.

In celebration of this opening, the artwork of French artists Zim and Zou animates the windows. The Parisian flagship store is metamorphosed into a flying vessel with a prow reminiscent of a horse's head that gazes relentlessly forward while recalling the origins of Hermès. Flying Faubourg explores the wonders that the world has to offer and invites guests to contemplate the architectural feats that make up Tokyo.

Positioned within a city where tradition meets innovation, Hermès invites its loyal customers and new visitors to discover its exceptional creations within an inspiring and welcoming retail space that celebrates creativity and 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 60 production and training sites and to developing its network of next to 300 stores in 45 countries. The group employs 22,000 people worldwide, including 13,700 in France, of which nearly 7,300 are craftspeople\*. 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, education, training and the transmission of savoir-faire, biodiversity, and the preservation of the environment.

\* As of 31st December 2023

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

**Hermès Mitsukoshi Ginza**  
1<sup>st</sup> Floor, Mitsukoshi Ginza Department Store  
4-6-16 Ginza, Chuo-ku, Tokyo  
104-8212, Tokyo, Japan  
Tel: +81 3 3562 1111