

PRESS RELEASE

Paris, 23rd November 2022

A BRIGHT AND MODERN VISION FOR THE NEW HERMÈS STORE ON PASEO DE GRACIA IN BARCELONA

Hermès is delighted to open the doors of its new home on Paseo de Gracia in Barcelona, its fourth store in Spain. Located a few steps away from the former location, this new space has a spacious two-storey layout and an ample private garden and courtyard in the tradition of the urban, alfresco lifestyle of the city. The result is a vividly colourful and contemporary expression of the house's codes in conversation with the vitality of the coastal town, its proximity to nature and distinct Catalan Modernist architecture — a wondrous environment which is a testimony to Hermès' deep roots in the region and its attachment to local customers.

Located in a stately late nineteenth-century residence the store imagined by the Parisian architecture agency RDAI, is framed by an elegant lime and sand stucco facade, faithfully restored with decorative finishes. The ground floor features two salons with generous volumes and high ceilings connected by a long gallery. Evoking the organic, sculptural forms of Catalan modernism in the tradition of Antoni Gaudí, the store's sand-coloured stucco walls and white ceilings are drawn in undulating lines and curves that create a sense of flow from the front to rear. Underfoot, the tiling is also animated in a wave-like effect in gradient shades of blue. From all perspectives, the verdant garden, conceived by the Catalan landscape firm, Local4, remains enticingly in view.

The encounter with the sixteen *métiers* of the house starts from the entrance: the eye travels from the colourfully animated women's silk collection to the fragrance and beauty *métier* and accessories. To the right is an array of accessories from the men's universe, guiding the visitor down the gallery past the collections for the home to an intimate jewellery and watches alcove. On either side of the rear salon, which features floor-to-ceiling windows, sit the men's and women's universes, each with fitting rooms that are furnished as inviting, colourful cocoons. In the centre, the leather goods *métier* is showcased in bespoke cherrywood cabinets fitted with reflective panels that enhance the luminosity of this sun-dappled space. From here, doors open out onto the furnished patio, which is surrounded by fragrant gardens planted with local flora such as citrus trees and Mediterranean pines, as well as jacaranda and magnolia trees and bright sprays of Bougainvillea.

From the moment they arrive, visitors will be captivated by a flamboyant palette that dances between Mediterranean shades of celestial blue and sea green with pops of vibrant orange and electric pink. Colour is employed to delineate each space, such as the glossy blue lacquered cabinets that showcase the jewellery and watches and an eye-catching array of hand-tufted mohair carpets in swirling ombré colours that frame the men's and women's ready-to-wear universes. Pops of colour, in the form of bright enamelled tables, punctuate the scene with a cheerful, eccentric flair. Visitors will note the house vocabulary throughout the decor: the signature ex-libris and the Grecques lighting at the entrance, as well as the Faubourg mosaic in shades of midnight blue with blood orange cabochons and larger in scale to highlight a graphic playfulness.

The artful call and response between past and present is further enhanced by highly decorative elements that showcase imagination and craft in the tradition of the modernist period. Upstairs, the private lounge features precious details from the original layout, which were preserved during the renovations and reinstalled in this first-floor gallery. This includes the original stained-glass bay windows by renowned modernist glass-maker Antoni Rigalt i Blanch, which depict an evocative, florid scene in the style of Japonism. Here in three separate spaces, original heritage Nolla ceramic tile mosaics have been reinstated on the floors. The addition of inviting sofas and ornately carved wooden sliding doors make this a unique and private environment.

Throughout the store, a selection of contemporary artwork, including oceanic prints by Canadian photographer Amy Friend and pop geometric works by Irish colourist Richard Gorman, are mixed with pieces from the Émile Hermès collection that incarnate the long-standing artistic spirit of the house. For the opening event, the joyful theme is interpreted by the French artist Nathalie Junod Ponsard for a commissioned piece, 'Songe Solaire' a luminous, night-time chromatic work installed in the street-facing bow window.

Hermès looks forward to welcoming local customers and new visitors inside this singular store, which binds Barcelona's vibrant history and lifestyle with the Parisian house's creativity and 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

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