

## PRESS RELEASE

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### **HERMÈS UNVEILS ITS RENOVATED STORE IN BEIJING'S SKP MALL, CHINA, AN ODE TO TRADITIONAL ART AND SURROUNDING NATURE**

On 27<sup>th</sup> May 2024, Hermès is delighted to announce the reopening of one of its three stores in the capital city. The house asserts its presence in the country with each of its thirty-fourth stores paying tribute to the Chinese culture. In the relocated store of the renowned SKP shopping centre in Beijing's Central Business District, visitors are invited to discover the contemporary interpretation of Hermès' sixteen métiers in a space taking inspiration from traditional Shan Shui paintings and paying homage to the region's mountainous scenery.

Embedded in a textural stone façade, a linear pattern evocative of brushstrokes is sculpted into the rocks, recalling the gradual erosion of mountains by waterfalls. Day and night, the light catches each groove, creating an interplay of shadows.

Both entrances feature the characteristic Grecques lights, the emblematic Faubourg mosaic and a wide vision of the centre staircase, which is encased in oak and flows like a river linking the two floors. Entering by the main entrance on the first floor, the women's silk universe is flanked on one side by perfume and beauty and on the other side by the jewellery collection, which is cocooned in aquatic layers that evoke the nearby summits – an allusion to local art. Further along the path, visitors discover fashion jewellery, the women's universe, as well as leather and equestrian goods. The upper level houses the men's universe, from ready-to-wear and silk to leather, shoes, and homeware collection. Both floors provide guests with fitting rooms and a private salon.

Designed by Parisian architecture agency RDAI, the store represents a convergence of uniqueness, heritage, and innovation. Interpretations of landscapes and traditional Chinese art merge with clean lines, tactile materials and a natural palette of ochre, sand, and watery blues. The marine-hued islands of carpet amid terrazzo floors echo the flowing water from lakes nestled in Beijing's heights.

The décor is enhanced by a curated collection of artworks from the Émile Hermès collection, blending harmoniously with imagery from the Hermès collection of contemporary photographs. These include historic equestrian oil paintings from the German artist Johann Elias Ridinger along with Riverbank, Qutang Gorge, Yangtsé Valley, China, a contemporary print by French landscape photographer Maxence Rifflet, which playfully brings Shan Shui art to life.

Enhancing its presence in the heart of Beijing's Central Business District, Hermès invites its loyal customers and new visitors to explore its generous collections in a welcoming environment that celebrates the creativity and the craftsmanship of the house.

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 294 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

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**Hermès Beijing SKP**  
M1017&M2012, SKP Beijing, 87 Jianguo Road, Beijing,  
Chaoyang District, 100025  
Tel: (86 10) 8588 8278