



MADISON 706 AND 63<sup>RD</sup> STREET

# A NEW MAISON JUST AROUND THE BLOCK

A few strides were all it took for our Hermès firework-maker to cross Madison Avenue and settle at number 706, on the corner of 63<sup>rd</sup> street. Just a few paces, but an important step in the story that binds us to New York City, and to America.

Hermès in New York is quite an adventure! We made our first foray into the city in the late 1920s, but like many at the time we had to pack up and leave. Still believing in our American dream, we returned in the 1950s and never looked back. At the turn of the millennium, we opened our Maison at 691 Madison Avenue, in 2007 we inaugurated our second home in Manhattan on Wall Street, directly opposite the US stock exchange, and in 2019 we crossed the line, arriving in the Meatpacking district. We are proud of our history and love feeling like New Yorkers. We are proud of our European roots and delighted to be part of the vibrant energy of the Big Apple!

Our story is a dream of beauty, values, and quality. It is a desire to showcase our know-how and craftsmanship and to bring our community together. It is a desire to build a sustainable presence and forge friendships without suppressing our uniqueness or our French accent!

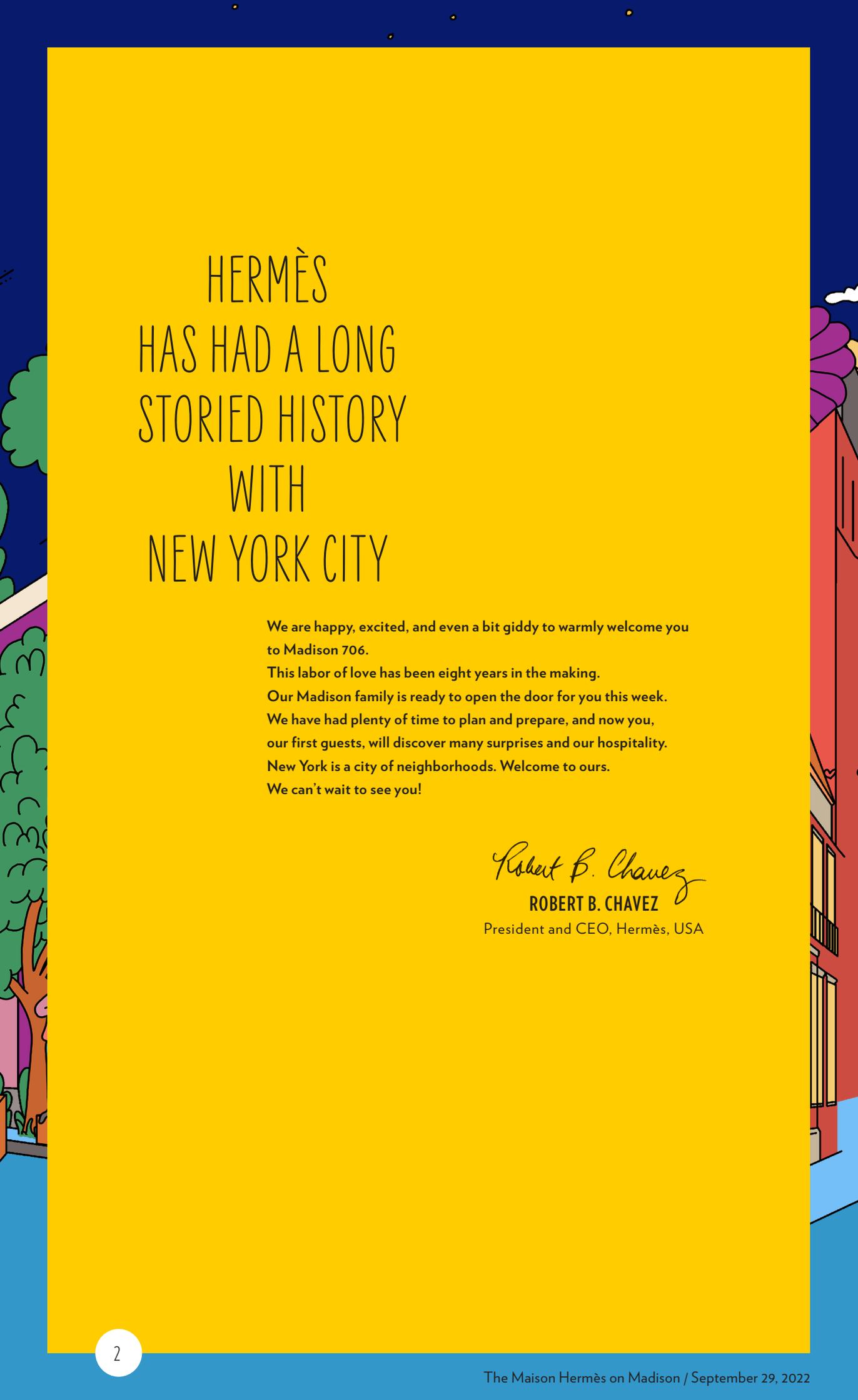
Hermès in New York is a team of 110 employees and 5 artisans. It is objects for all uses, to be worn, draped, or carried on the body, it is makeup as much as it is saddlery. Hermès in New York is also an abundance of stories: stories of our objects and stories yet to be written. Sincere, funny, moving, big and small, they flourish around the corner.

We wanted our store to be more than a boutique. We dreamed of a family home for our employees, customers, and allies, who are above all our friends and whose loyalty fills us with joy. A buzzing, lively house of contagious energy with its rooftop garden and windows onto the street, a New York house where a little bit of Paris lives and thrives. This house, watched over by our Hermès firework-maker, is yours. Greeted by our store director Kristina Popaj and concierge Casey Legler, you will always be welcome.



**AXEL DUMAS**

Chief Executive Officer, Hermès



# HERMÈS HAS HAD A LONG STORIED HISTORY WITH NEW YORK CITY

We are happy, excited, and even a bit giddy to warmly welcome you to Madison 706.

This labor of love has been eight years in the making.

Our Madison family is ready to open the door for you this week.

We have had plenty of time to plan and prepare, and now you, our first guests, will discover many surprises and our hospitality.

New York is a city of neighborhoods. Welcome to ours.

We can't wait to see you!



*Robert B. Chavez*

**ROBERT B. CHAVEZ**

President and CEO, Hermès, USA

# THE MAISON HERMÈS ON MADISON

ABOUT THE STORE

**This fall, Hermès moves one block uptown to Madison, reaffirming its long-running relationship with New York City and the US market.**

The 20,250-square-foot Maison, just one block north of the house's former flagship store, is a union of American dynamism and Parisian elegance. The store resides in knowing harmony with its surroundings, set on a prime corner of Madison Avenue. The Upper East Side neighborhood is home as well to the extraordinary Museum Mile and is bordered to the west by the urban oasis of Central Park. Reflecting that trinity of tony commerce, art and nature, the new address carries all 16 *métiers* of the house while also boasting specifically commissioned artwork and a lush, inviting rooftop garden welcoming the Hermès firework-maker.

Designed by the architecture agency RDAI, led by Denis Montel, artistic and general director, the store is an ambitious fusion of three existing structures. The center structure, built in the Federalist style and completed in 1921 as an outpost of the Bank of New York, stands on the southwest corner of its block. The adjacent buildings, former townhouses (one on Madison, the other on 63<sup>rd</sup> Street), meet in an L-shape encasing the Bank.

With an approach that links every project to its location, RDAI has imagined the interiors drawing in part upon New York's past and taking subtle cues from Art Deco and the earliest Manhattan skyscrapers, for an esthetic that is pure while decidedly anti-minimal. The overarching design concept is a dialogue between legacy

architectural elements and contemporary strokes. A contrast of atmospheres runs through as well, marked by sharp geometry on one side and more voluptuous, curved shapes on the other. The store is arranged as a series of salons, each distinctive and possessing its own components, like the rooms of a house. "This project was almost like designing five stores into one, while always keeping a bespoke approach. There are many stories, but they are linked together. You go from one surprise to another," says Montel.

Two Madison Avenue entrances beckon shoppers, each opening onto an Hermès ex-libris, and beyond it, a remarkable staircase. On the Bank side, a tile floor in Hermès' signature mosaic leads to the original staircase with brass balusters, now restored, connecting the ground and second floors, while the coffered ceiling derives from the Bank's original design.

As they enter from the primary townhouse side, visitors will discover a Hansom cab, from the 1830s and borrowed from the Émile Hermès collection. Traversing the space's speckled terrazzo floor illuminated by the traditional Grecques lights, customers encounter the store's focal point: an arresting stone stairway that runs all the way to the fourth floor. The smooth, curved structure's unfettered power was achieved with a sophisticated post-tension construction. The 49-foot-high supporting wall acts as a vertical gallery for a carefully selected artwork collection. The wall features a painting by French artist Antoine Carbonne, depicting a vibrant nature scene; several photographs with an equine theme; as well as reproductions of Hermès' scarf designs,

including *Centered Rhyme de Elaine Lustig Cohen*, *Faune et Flore du Texas* by Kermit Oliver, and *American Quilts* by Aline Honoré. To celebrate the opening, a special colorway of the latter scarf has been designed, along with other exclusive products including several *Kelly* bags, a *Bolide* bag, two special watches, *Hermès H08 Madison* and *Arceau Madison*, a jukebox, and a bicycle. For the occasion, Brooklyn-based artist Mike Perry has created a window display with a joyful, kinetic spirit. Perry also designed the temporary stickers that adorned the windows through the construction process.

Inside the store, visitors will find a beautiful selection of materials, including walls of stucco, straw marquetry, various wood finishes, leather and wallpaper. The prevailing palettes intensify from floor to floor with tones of green, dark chocolate and cognac on the Bank side and on the other, warm neutrals – ivories, beiges, light browns – and dusty pinks.

The ground floor houses, on one side, salons for fashion jewelry, the silk universe and perfume and beauty, and on the other, men's silk, leather goods and equestrian collections.

The Bank staircase leads to the second-floor men's universe, where the mood becomes warmer, with squared, dark-toned seating and blond wood display cabinetry arranged on a patterned herringbone wood floor that extends to the area dedicated to the collections for the home.

Ascending to the third floor, the curved walls of the women's universe create a warm and comfortable environment. A large globe pays homage to the sun, both in its concentric circular geometry and its mimicking of natural light. This area flows into the jewelry and watches space, organized into alcoves for enhanced privacy. Several refreshment options contribute to a compelling environment, including a ground-floor coffee bar, a champagne bar on the third floor and a cocktail bar on the fourth floor.

This welcoming aura reaches its peak on the fourth floor, dominated by a striking foliage-motif wall. This expansive fiberglass bas-relief, lacquered in pale pink-beige, was designed from ink drawings by the French artist François Houtin. On this floor, in addition to exploring women's leather goods, visitors can also take a moment to

pause while appreciating the masterfully crafted curved glass cupola that draws in natural light, or indulge in one of New York's rarest and most cherished treasures – outdoor space. Landscape expert Miranda Brooks designed the enticing roof garden, taking her primary inspiration from the Houtin wall. Brooks sought to create the mood of a once perfectly manicured landscape, “now re-wilded and claimed by nature,” she says. “Its clipped shapes have begun to unravel, and a simple repetition of plants and self-seeders have found their way into the crevices and rocks.” Similarly, she drew from eighteenth-century dressage-course illustrations to suggest an oval riding course touched with nature's greenery. The garden will host special events and will be open for client access on a daily basis, as will a generously sized VIP lounge.

Here, the public space ends. Five artisans from different métiers of the house will also be in residence, sharing a dedicated fifth-floor atelier.

This store inaugurates the next chapter of Hermès' long-running relationship with New York. The project has been designed and constructed as a welcoming epicenter of community, a place where customers can not only explore the creativity and contemporaneity of Hermès latest collections, but where they can find “a little bit of Paris” on the Upper East Side.

RDAI

Denis Montel  
Artistic Director

Sybil Debu  
Interior Architect

Lola Chauvel  
Barbara Stec  
Interior Architects

# HERMÈS OVER THE YEARS



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 esthetic 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 June 30, 2022

## HERMÈS, SIX GENERATIONS OF ARTISANS PASSIONATE ABOUT THEIR TIME

The Hermès adventure began in 1837 when the harness-maker Thierry Hermès opened a workshop in rue Basse-du-Rempart in Paris. Over six successive generations, artisanal production has opened up to encompass new *métiers*, and has evolved and grown without losing sight of its founding principles: the constant attention to craftsmanship and the changing lifestyles of its customers.

## AN ADVENTURE BASED ON INNOVATION AND EXCEPTIONAL KNOW-HOW

From the very beginning, Thierry Hermès stood out for the excellence and innovative nature of his creations. His harnesses embodied discrete finesse as well as endurance in all conditions, notably due to the use of saddle-stitching. His technical prowess earned him a prize at 1867 Paris Universal Exhibition. In 1880, Thierry Hermès' son Charles-Émile Hermès moved the family workshop to 24, faubourg Saint-Honoré and set up an adjoining store. This address was to become iconic.

## A PASSION FOR ARTS, CRAFTSMANSHIP AND TECHNIQUES

During the inter-war period, a time marked by the rapid transformation of techniques and social mores, the house entered a new modern age under the leadership of Émile Hermès, son of Charles-Émile. In 1945, this lover of history, art and craftsmanship chose a work from his collection of objects and curiosities to become the house's emblem: *Duc attelé, groom à l'attente*, by French artist Alfred de Dreux, depicts a carriage known in French as a duc, harnessed to two horses, with its groom.

It was with a simple but revolutionary idea that Émile Hermès decisively influenced the course of the family business and its creations. During a trip to Canada, he discovered a fascinating mechanism for opening and closing the hood of a car - the American "universal fastener". In 1922, he obtained exclusive rights to this innovative system, which is now known as a zip. It was subsequently to be widely incorporated in the house's luggage and objects, including clothing.

Under his impetus, the house launched its first women's and men's clothing collections for urban life and leisure activities. The first men's garment, a golfing jacket, was created in 1925.

Together, these ambitions drove the house's growth. In 1926, the small building at 24, faubourg Saint-Honoré was raised by two floors and surmounted by a roof terrace. A modern lighting system and a large corner window flooded the ground floor sales area with light. Thanks to former glove-seller Annie Beaumel's bold creativity, its expansive windows looking onto the street were transformed into little theatres of elegance and originality that even drew the attention of the international press.

Ever since, the house's imaginary world has continued to find expression in its window displays. In the early 1960s, Annie Beaumel invited Leïla Menchari, a graduate of the institutes of Fine Arts in Tunis and Paris, to "draw her dreams". She carried out her creative mission first in tandem and then alone, from 1978 until 2013. Today, theatre and cinema scenographer and decorator Antoine Platteau is responsible for the window displays at 24, faubourg Saint-Honoré.

## AN ENTREPRENEURIAL SPIRIT OPENING UP THE HOUSE TO NEW MÉTIERS

The father of four daughters - Yvonne, Jacqueline, Simone and Aline - Émile Hermès handed the reins over to his three sons-in-law, Robert Dumas, Jean-René Guerrand and Francis Puech. The tradition of innovation continued with this new generation. Robert Dumas, who took charge of Hermès in 1951, had a particularly keen interest in mechanisms (buckles, clasps, saddle nails and chains), on which he drew to design objects that were both functional and elegant. Curious and observant, when contemplating fishing boats he saw moored in a harbor in 1938, he had the idea of turning the flexible links of their anchor chains into a silver bracelet. To this day, the anchor chain link remains the inspiration for many models in the collections.

A year earlier, in 1937, the first silk scarf came into being, printed with the *Jeu des omnibus et Dames blanches* design, in a bold foray into a *métier* that was destined to become one of the house's mainstays. In 1949, printed ties were included in the silk collections, whose creative diversity in both design and format is continuously renewed.

The fragrance adventure began in 1951 with *Eau d'Hermès*, composed by perfumer Edmond Roudnitska. Creations by leading names in the profession followed successively until 2004, when Jean-Claude Ellena became the house's exclusive perfumer. Christine Nagel joined him in 2014 and, after his departure in 2018, succeeded him in olfactory creation.

In 1956, the bag created by Robert Dumas in the 1930s was photographed on the arm of Grace Kelly. A trapezium-shaped bag, with two triangular gussets, a rounded handle, a flap closed with two side straps and a swivel clasp: this archetypal model encapsulates the essence of Hermès leather goods. It is named after the actress-turned-princess who gave it its renown. The story of one of the house's most successful objects was starting to take shape.

## NEW HORIZONS

In 1978, the son of Robert Dumas, Jean-Louis Dumas, took the reins and began to gradually revolutionize the house. A visionary who was curious about everything and all cultures, he boldly and imaginatively engineered the addition of new *métiers* as well as the conquering of new markets worldwide.

True to its artisan model and entrepreneurial spirit, the house opened up to *métiers* that drew on unique know-how, such as watchmaking in 1978. Women's and men's ready-to-wear and shoe collections developed rapidly from the 1980s. Hermès also welcomed new houses to the group - the bootmaker John Lobb in 1975, the silversmiths Puiforcat in 1993, and the Saint-Louis crystal works in 1995.

In 1984, on a flight from Paris to London, Jean-Louis Dumas met the actress Jane Birkin, and their impromptu conversation resulted in the *Birkin* bag, which has been constantly reinvented ever since.

A memorable firework display on the Pont-Neuf in Paris celebrated the saddler's 150<sup>th</sup> anniversary in 1987. The spirit of this festive occasion was to suffuse all the creations of that year. It provided the first of the house's annual themes that still enliven and unite the house's *métiers* with a shared impetus today. 2022, for example, is guided by the theme of *Lighthearted*.

Under the leadership of Jean-Louis Dumas, Hermès expanded globally, opening numerous stores whose architecture connects the house's identity with local cultures. Since 1976, they have all been designed by the Parisian architecture agency RDAI, founded in 1972 by Rena Dumas, wife of Jean-Louis Dumas. Among these stores, several Maison Hermès were inaugurated: on Madison Avenue, New York in 2000, in Ginza, Tokyo - in a building of glass bricks designed by Renzo Piano - in 2001, and in Dosan Park, Seoul in 2006. Jean-Louis Dumas' bold strategy was also evident in the creation in 2001 of the first hermes.com e-commerce website, bringing the house's pioneering spirit to this new domain.

Patrick Thomas led the group's development from 2006. He also ensured the transition of management to the sixth generation of the family

until 2013, when Axel Dumas, Jean-Louis Dumas' nephew, was appointed CEO of Hermès.

Although Hermès has acquired international group status, its commitment to craftsmanship and its abundant creativity are unceasing. In 2005 Pierre-Alexis Dumas, son of Jean-Louis Dumas, was appointed Artistic Director. He has been at the origin of many initiatives and innovations, notably the creation of the Fondation d'entreprise Hermès in 2008, presided by Olivier Fournier since 2016, and directed by Laurent Pejoux since 2021. Inspired by Hermès' human and artisan values, the foundation's purpose is to support initiatives to encourage artistic creation, education, the promotion and transmission of know-how, solidarity and the preservation of biodiversity.

The house's range of know-how continues to grow, drawing on the *métiers*' boldness and innovative spirit. In 2010, a new *métier* named *petit h* was created, also known as "creation in reverse," which was inspired by surplus materials for which the other Hermès *métiers* have no use. The same year the first collection of high jewelry was presented and Hermès Horizons began designing unique objects that make customers' wildest dreams come true, while in 2015, an unprecedented partnership with Apple came to fruition with *Apple Watch Hermès*.

In March 2020, Hermès presented its sixteenth *métier*, *Beauty*, with a first collection, *Rouge Hermès*, devoted to beauty of the lips. This launch, which took more than five years to plan under the aegis of Pierre-Alexis Dumas, was the result of a collaborative creation serving an artistic vision expressed through the object, material, color, gesture and eco-responsibility. It illustrates Hermès' ability to combine its areas of exceptional know-how and to integrate perspectives and skills of the house in order to create new objects. Since then, the beauty *métier* expanded with the launch of *Rose Hermès*, a collection of silky blushes and lip enhancers, *Les Mains Hermès*, a line of hand products from care to color and most recently *Hermès Plein Air*, a new chapter dedicated to the complexion with natural enhancing face balms and finishing powders.

Also as a creator of materials, Hermès continues to respond to the needs and uses of our time. In 2021, in exclusive collaboration with the American company MycoWorks, it created *Sylvania*, a hybrid material drawing on both nature and biotechnology, made from Fine Mycelium. Used for the first time, *Sylvania* will be paired with *H plume* canvas and Evercalf calfskin for a new version of the *Victoria* bag.

Since 2013, Axel Dumas has strengthened the group's growth dynamic by developing production facilities and an omni-channel distribution network.

The fifth Maison Hermès was inaugurated in 2014 in Shanghai, and new stores have opened, including at Landmark Prince's in Hong Kong in 2018, and in the Meatpacking district of New York in 2019. In November 2019, Hermès arrived in Poland, establishing its first store in Warsaw. Other openings continue to place the house's story on the world map such as the Sydney store in the listed Trust Building and the Hermès Canalejas store in the heart of Madrid in 2020, as well as a new address in Tokyo in the Omotesando district, a second in Shenzhen and a first store in Troy in the metropolis of Detroit in the United States in 2021. 2022 saw further openings in Zhengzhou, China, Austin, USA and Doha, Qatar.

The group's simultaneous digital implementation led to the redesign of the hermes.com website in 2017, meeting the expectations of increasingly connected customers. With the development of its artisanal production channels, the 52 workshops and production sites in France contribute to preserving and developing know-how, creating jobs and regenerating the regions, while respecting natural environments and local ecosystems. At the end of June 2022, the group employed more than 18,400 people around the world, including more than 11,500 in France, of which more than 6,000 are craftspeople.

Hermès International's entry into the CAC 40 in 2018 is a testament to the company's industrial and stock market track record. This decision by the Conseil Scientifique des Indices and announced by Euronext testifies to the soundness of the entrepreneurial spirit that has become an artisanal growth model. In addition, in December 2021, Hermès joined the Euro Stoxx 50 and continues to assert its independence thanks to a family-based shareholding structure committed to retaining the majority of its production in France and perpetuating its know-how to serve creativity.

## HERMÈS, A HOUSE, SIXTEEN MÉTIERS

  
Leather goods-  
saddlery  
Women's Silk  
Men's Silk  
Women's  
Ready-to-wear  
Men's  
Ready-to-wear  
Shoes  
Belts  
Hats  
Gloves  
Jewelry  
Watches  
Perfumes  
Beauty  
Furniture  
and Art de vivre  
Tableware  
petit h

# KEY DATES

1837  
Thierry Hermès sets up his workshop on rue Basse-du-Rempart in Paris.

1880  
Hermès moves to 24, faubourg Saint-Honoré.

1902  
Thierry Hermès' grandsons, Adolphe and Émile Hermès, create "Hermès Frères".

1922  
Émile Hermès introduces the zip in France. He becomes the sole director of the company, which is now called Hermès.

1923  
First women's bag, later known as the *Bolide* bag.

1924  
**A selection of Hermès creations are distributed for the first time in the United States exclusively by the haberdasher, Dobbs, at 620 5<sup>th</sup> Avenue and 50<sup>th</sup> Street, New York.**

1925  
First Hermès garment, a suede golf jacket.

1926  
Émile Hermès transforms the family workshop at 24, faubourg Saint-Honoré into a neoclassical building with two stories and a terrace.

1927  
First piece of Hermès jewelry, the *Filet de selle* bracelet.

1930  
**The first independent Hermès store opens at 1 East 53<sup>rd</sup> Street, New York.**

1931  
**Shaken by the Great Depression, Hermès is forced to close its New York store.**

1937  
First silk scarf, *Jeu des omnibus et Dames blanches*.

1945  
The *Duc attelé*, groom à l'attente design by Alfred de Dreux becomes the Hermès emblem.

1949  
First printed silk ties.

1951  
Robert Dumas, son-in-law of Émile Hermès, takes the reins of the house.  
First fragrance, *Eau d'Hermès*.

1966  
**Hermès opens a corner in the Bonwit Teller store on 5<sup>th</sup> Avenue, New York. An independent façade will be inaugurated in the same building in 1973.**

1967  
First women's ready-to-wear collection.

1972-1998  
**Hermès stores opens in Beverly Hills, Palm Beach, New York, Dallas, San Francisco, Boston, Houston, Washington DC and Atlanta.**

1975  
Creation of *The World of Hermès* magazine.

- 1978  
Jean-Louis Dumas, son of Robert Dumas, becomes Executive Chairman of Hermès. Creation of La Montre Hermès subsidiary.
- 1984  
First porcelain dinner service, *Les Pivoines*.
- 1987  
150<sup>th</sup> anniversary of Hermès and creation of the annual theme.
- 1990  
Hermès inaugurates the Maroquinerie de Pierre-Bénite (Rhône), the first leather goods workshop outside Faubourg Saint-Honoré.
- 1992  
Opening of the avenue George V store in Paris.  
Opening of the leather goods workshops in Pantin, a suburb of Paris.
- 1993  
Hermès is listed on the Paris stock exchange.
- 1996  
Hermès inaugurates the Manufacture de Seloncourt (Doubs).
- 2000  
**Opening of a Maison Hermès on Madison Avenue in New York.**
- 2001  
Opening of a Maison Hermès in Ginza, Tokyo.  
**The first Hermès e-commerce website is launched in the United States.**
- 2002  
Hermès inaugurates the Maroquinerie des Ardennes (Ardennes).
- 2005  
Hermès opens the Maroquinerie de Sayat (Puy-de-Dôme).
- 2006  
Patrick Thomas becomes Executive Chairman.  
A Maison Hermès opens in Dosan Park, Seoul.
- 2007  
**Hermès opens the doors to its second Manhattan boutique on Wall Street, directly opposite the US stock exchange building on Broad Street.**
- 2008  
Creation of the Fondation d'entreprise Hermès.
- 2008-2010  
**Hermès stores open in San Diego, Las Vegas, Denver and Seattle.**
- 2010  
Creation of the petit h *métier*. First high jewelry collection.  
Hermès opens its third store in Paris, on rue de Sèvres, the site of the former Lutetia swimming pool.  
Hermès opens the Maroquinerie de Nontron (Dordogne) and the Maroquinerie de Belley (Ain).  
First edition of the Saut Hermès at the Grand Palais, in Paris, an international showjumping competition.  
**The world's first Hermès boutique exclusively offering men's collections opens at 690 Madison Avenue, expanding the Madison Avenue Maison across the street.**
- 2013  
Axel Dumas, a sixth-generation family member, is appointed Chief Executive Officer of Hermès.
- 2014  
A Maison Hermès opens in Shanghai.
- 2015  
Apple and Hermès launch *Apple Watch Hermès*.  
Hermès inaugurates the Maroquinerie de La Tardoire (Charente) and the Maroquinerie Iséroise (Isère).
- 2015-2017  
**Hermès stores relocate to Miami Design District, Greenwich, Washington DC City Center, Atlanta Buckhead, Houston River Oaks, and Palm Beach at the Royal Poinciana.**

2016

Hermès inaugurates the Maroquinerie d'Héricourt (Haute-Saône).

2017

Hermès inaugurates the Ganterie-Marquinerie de Saint-Junien (Vienne) and the Maroquinerie de Val-de-Reuil (Eure).

**Hermès launches its new e-commerce platform in the USA.**

2018

The new hermes.com website is launched in Europe and China.

Hermès inaugurates the Maroquinerie de l'Allan (Doubs). On June 18, Hermès joins the CAC 40 index of the Paris stock exchange.

**Hermès opens a new store in Palo Alto, in the Silicon Valley.**

2019

A new market launches in Poland with the opening of a store in Warsaw.

Hermès inaugurates the Maroquinerie de Fitolieu (Isère).

**Hermès opens new stores in the Mall at Millenia in Orlando as well as the Meatpacking district of New York City.**

2020

In March, Hermès launches its sixteenth *métiers*, Beauty, with its first lipstick collection, *Rouge Hermès*.

Hermès presents its sixth high jewelry collection designed by Pierre Hardy: *Lignes sensibles*. Hermès opens its third store in Moscow.

Hermès opens a new store in Madrid in the Canalejas gallery.

**Hermès stores relocate in the Wynn Las Vegas, Nevada, Denver, Colorado, and Short Hills, New Jersey.**

2021

Hermès celebrates the opening of a new store in the Omotesando district, Tokyo.

Hermès reopens its renovated store on rue de Sèvres, Paris.

Hermès inaugurates two new Maroquineries, Montereau (in Seine-et-Marne) and Saint-Vincent-de-Paul (Gironde).

**Hermès opens new stores in Aventura, Florida and Troy, Michigan.**

2022

Hermès opens its renovated stores in Zhengzhou (China) and in Doha (Qatar), and a new store in Wuhan (China).

Hermès presents its seventh high jewelry collection designed by Pierre Hardy: *Les jeux de l'ombre*.

**Hermès opens a new store in Austin, Texas.**

SEPTEMBER 29, 2022  
Hermès opens its new  
flagship store at Madison 706  
in New York City!!!

## EXECUTIVE COMMITTEE

### AXEL DUMAS

Chief Executive Officer

### FLORIAN CRAEN

Executive Vice President,  
Sales and Distribution

### CHARLOTTE DAVID

Executive Vice President,  
Communication

### PIERRE-ALEXIS DUMAS

Artistic Executive Vice President

### OLIVIER FOURNIER

Executive Vice President,  
Corporate Development and  
Social Affairs

### CATHERINE FULCONIS

Executive Vice President,  
Leather Goods-Saddlery and  
petit h

### WILFRIED GUERRAND

Executive Vice President,  
Métiers, Data and IT Systems

### ÉRIC DU HALGOUËT

Executive Vice President,  
Finance

### SHARON MACBEATH

Group Human Resources  
Director

### GUILLAUME DE SEYNES

Executive Vice President,  
Manufacturing Division and  
Equity Investments

### AGNÈS DE VILLERS

Chairman and CEO  
of Hermès Parfums et Beauté

# HERMÈS TODAY

## ARTISTIC DIRECTION

### PIERRE-ALEXIS DUMAS

Artistic Director of Hermès

### PRISCILA ALEXANDRE,

Creative Director of  
Leather goods

### AXEL DE BEAUFORT

Creative Director  
of Hermès Horizons

### CLÉMANDE BURGEVIN BLACHMAN

Creative Director  
of Fashion Accessories

### PHILIPPE DELHOTAL

Creative and Development  
Director of Hermès Horloger

### CHRISTOPHE GOINEAU

Creative Director of Men's Silk  
and Men's Universe Designs

### PIERRE HARDY

Consultant to the Manager,  
Creative Director of Hermès  
Shoes and Jewelry

### CHARLOTTE MACAUX PERELMAN AND ALEXIS FABRY

Artistic Directors  
of the Home Universe

### CHRISTINE NAGEL

Creative Director  
of Hermès Parfums

### VÉRONIQUE NICHANIAN

Artistic Director  
of the Men's Universe

### CÉCILE PESCE

Creative Director of Women's Silk

### GREGORIS PYRPYLIS

Creative Director of Beauty

### NADÈGE VANHÉE-CYBULSKI

Artistic Director  
of Women's Ready-to-Wear

### GODEFROY DE VIRIEU

Creative Director of petit h



## HERMÈS MADISON AVENUE

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Illustrations by MIKE PERRY

An Hermès publication © Hermès, Paris 2022