

HERMÈS

Munich, Germany

Design: RDAI
Opening date: March 2017
Store size: 640 sq m

Photography: Christian Kain

Some 30 years after Hermès opened its first store in Germany, in Munich, the French luxury fashion house has unveiled a new site on the prestigious Maximilianstrasse. Designed by Paris-based Rena Dumas Architecture Intérieure (RDAI) - the firm behind many of the Hermès stores worldwide - the 640 sq m flagship is located in the historic Münzarkaden ('Mint Arcades') and houses all of the brand's 16 product categories across three floors.

The ground floor is home to men's ready-to-wear, shoes and accessories; women's silk; perfumes, and fashion jewellery, and features numerous signature touches from the brand's architectural code, inspired by the Paris flagship on Rue de Faubourg Saint-Honoré, such as the Grecques light fittings on the ceiling with their moulded glass globes. The mosaic flooring also incorporates the Hermès ex-libris motif in white and linen tones, dotted with amber cabochons in moulded glass.

A frame constructed from rhythmical

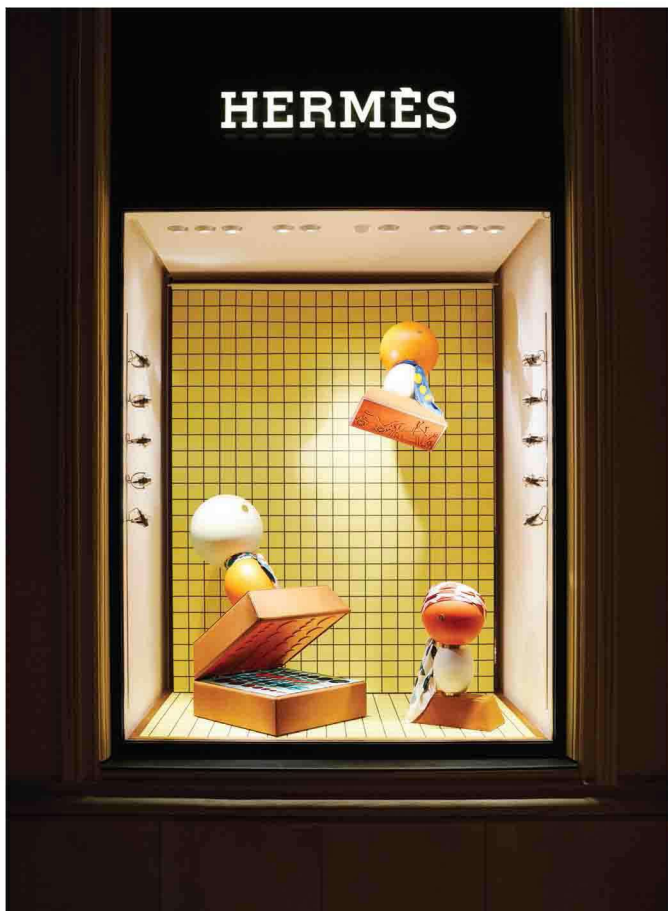
rectangles of sanded wood delicately presents a selection of suspended silk items that visitors can walk around and gaze at closely.

Possibly the most striking feature of the store is the sweeping central staircase, which spirals over the three levels and is topped by a luminous halo-like ceiling. At first glance, it gives the illusion of having been sculpted from a single block of terrazzo with its inclusion of mirrors, mother of pearl, and amber-coloured stones. The underside is decorated with a trompe-l'œil terrazzo, developed in collaboration with a German artisan. The staircase is surrounded by lofty rods made from cherry wood, while the handrail is a nod to Hermès' rich equestrian heritage, with its form inspired by the shape of a stirrup.

The lower ground floor is dedicated to the Hermès home universe: furniture and lighting; textiles, fabrics and wallpapers; objects and accessories; and tableware, with the space specifically conceived to allow displays to be easily modified. ➤







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Meanwhile, the upper level is home to women's fashion and shoes: leather goods, fine jewellery and watches; as well as a VIP lounge, which can be enclosed from the rest of the store using sliding curtains made from opaque woven stainless steel. On the floor, RDAI has installed a honey-coloured oak parquet with inserts of carpet to conjure up a feeling of intimacy.

On the two upper levels, the collections are clearly defined by partitions in the form of shelving units made from bronze-patinated metal. These elements were conceived so as not to obstruct the view. Instead, the boutique is typified by great openness with, at times, the actual structure of the building apparent.

The store's overall colour palette was inspired by the building's exterior of ochre-hued stone with brass accents. The result is a warm, welcoming atmosphere, with tones close to those of the quintessential natural Hermès leather.

'The opening of our new store in Munich is a significant milestone in the history of Hermès, and heralds the start of an exciting new adventure,' says Hermès CEO, Axel Dumas. 'From our new home in the 19th century Münzarkaden, our desire is to surprise our loyal customers and enchant new ones, as they discover the world of Hermès in beautiful objects crafted by skilled hands that have been pursuing our house's quest for creativity and excellence with passion since 1837.' **RF**

