

APPAREL AND ACCESSORIES

Herms continues 2017's growth with strong Q1 of 2018

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Herms' sales were up across regions and product categories in 2017. Image credit: Herms

By STAFF REPORTS

French apparel and accessories group Herms is reporting a strong first quarter of 2018 in sales growth, driven mainly by an increase in in-store sales.

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The brand's first quarter revenue amounted to 1.394 billion euros, or \$1.667 billion at current exchange rates. A major portion of the growth, around 11 percent, comes from in-store sales.

"All of the tiers have posted strong growth, as well as all regions," said Axel Dumas, executive chairman of Herms, in a statement. "I would like to thank the designers, craftspeople and sales teams, and all of the men and women who work for our house for their efforts, which have contributed to achieving these solid results."

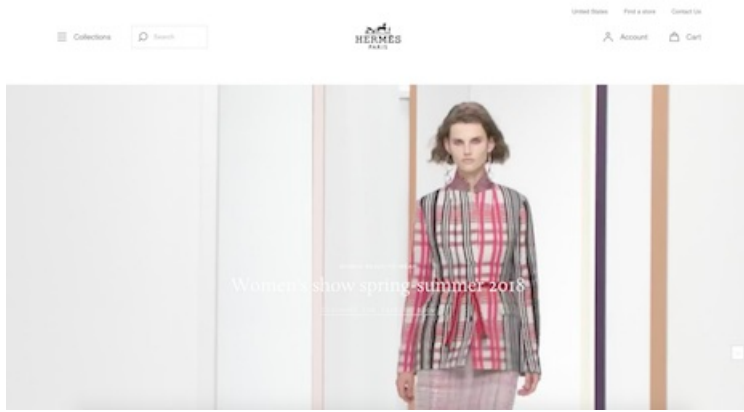
First quarter growth

Herms has a particularly healthy first quarter of 2018.

Like many areas of the luxury business right now, Asia played a huge role in Herms' growth so far this year. Revenue in Asia, excluding Japan, was up 16 percent over the previous year, driven mainly by strong performances in China.

Japan itself account for an 8 percent growth in revenue, a figure that Herms calls "outstanding."

The Americas, Europe excluding France and France alone received a 9 percent, 7 percent and 6 percent growth rates respectively.



Hermès' Web site design features a streamlined look. Image credit: Hermès

Hermès' ready-to-wear and accessories lines was the sector with the highest growth rate over the first quarter, coming in at 17 percent. Meanwhile, Hermès watches grew their sales by 11 percent.

Other areas experienced growth as well, such as perfume, which shot up by 16 percent in Q1 of 2018.

The strong quarter Hermès has experienced continues the success the brand has seen since the end of last year. Hermès increased its net profit by 11 percent in 2017.

Along with 7 percent revenue growth, the company saw its profits reach 1.221 billion euros, or about \$1.5 billion, representing a record 22 percent of total sales. While watchful of continued geopolitical and economic threats, the company is aiming to continue achieving revenue growth at a constant exchange ([see story](#)).

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