

APPAREL AND ACCESSORIES

Herms bounces back with growth in China

April 25, 2019



Herms' ready-to-wear saw significant growth in 2018. Image credit: Herms

By STAFF REPORTS

French fashion group Herms is giving luxury investors a sigh of relief, as its first quarter sales showed continued strength in China.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

While many luxury brands feared a slowdown in China, Herms' results show the region's consumers are still interested in the segment of goods, with more than 10 percent growth in the quarter. However, European sales continue to lag, with only a 1 percent jump in sales in the brand's home country of France.

Chinese growth

The company reported a 16 percent rise in sales in the first quarter this year, totaling 1.6 billion euros, or \$1.78 billion at current exchange.

At constant rates, the group saw an increase of 12 percent, up from the 9.6 percent it saw the previous quarter.

Herms announced that its theme for the year will be "In the pursuit of dreams," "affirming the need to dare to look further and open up the sphere of imagination that stimulates creation."

"Driven by the success of its collections among all its customers, Herms achieved an acceleration of its sales over the first quarter, which shows the continuation of a dynamic trend, particularly in China," said Axel Dumas, executive chairman of Herms, in a statement.



Hermès' Carré Club. Image credit: Hermès

Last month, the French luxury group said increased volumes helped to propel its sales growth in 2018.

Hermès' revenues rose 7.5 percent, or 10 percent at constant exchange rates, to 5.966 billion euros, or about \$6.771 billion at current exchange. The company says it is leaning on craft to drive both sustainable growth and profitability ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.