

APPAREL AND ACCESSORIES

Herms offers lakeside shopping with new Macau boutique

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The new Herms boutique at One Central Macau is next to Nam Van Lake. Image credit: Herms

By LUXURY DAILY NEWS SERVICE

French fashion and leather goods house **Herms** is enhancing its presence in Macau with the opening of a new boutique.

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The spacious new store is located at the One Central Macau shopping center, where Herms first arrived in 2009. Shoppers can now explore all 16 Herms mtiers including leather goods, silk, ready-to-wear, watchmaking and home furnishings while enjoying a lakeside view.

Shopping with a view

With an airy and contemporary interior design, expansive windows, undulating ceilings and dramatic arches, the new store offers a panoramic view of Nam Van Lake. The exterior has a faade of locally sourced granite topped with warm caramel-enameled bricks.

Parisian architecture firm RDAI conceived the design, which emphasizes natural light and playfully uses proportions.



The new Herms boutique has a peachy and airy color palette. Image credit: Herms

There are also private shopping areas, including a VIP lounge, for clients looking for elevated and intimate store experiences.

The store also reinforces the house's appreciation for art, with curated pieces from the mile Herms collection located in key areas. Finnish artist and designer Kustaa Saksi was tapped to create three windows with kaleidoscopic structures.

Herms also has several other boutiques in Macau.

Macau is one of the luxury hotspots with the potential to replace Hong Kong's dominance.

According to Macau Business, its luxury retail sector has bounced back due to mainland travelers gradually returning.

Macau's retail sales totaled \$2.34 billion (MOP 18.75 billion) in the first quarter of 2021, increasing by 68 percent, year-on-year, and 3.1 percent, quarter-to-quarter, after a sharp 41.5-percent decline in 2020 ([see story](#)).

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