

APPAREL AND ACCESSORIES

## Herms shows strong start to 2022 with surging in-store sales

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*By the end of March 2022, all geographical areas showed robust growth. Image credit: Herms*

By LUXURY DAILY NEWS SERVICE

French fashion house Herms showed promising momentum in the first quarter of 2022, earning 2.8 billion euros, or \$3 billion at current exchange in revenue.

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The group's revenue was up 33 percent at current exchange rates and 27 percent at constant exchange rates for the first quarter, with sales being driven largely by leather goods. By the end of March 2022, all geographical areas showed robust growth, with sales in group stores recording a 28 percent increase compared to 2021.

"The strong growth in sales at the beginning of this year reflects the desirability of our collections and the confidence of our customers in our artisanal and responsible approach," said Axel Dumas, executive chairman of **Herms**, in a statement. "Despite a still uncertain context, the group is accelerating its strategic investments, recruitments and training to support the growth of all the mtiers of the house."

Going up

Herms has seen more store openings, as well as strong online sales worldwide.

At the end of March 2022, categories across Herms recorded strong momentum, benefitting from the acceleration of the ready-to-wear and accessories division, watches and additional lines.



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

Leather goods and saddlery saw a 16 percent growth due to an increase in production capacity and sustained demand, while the ready-to-wear and accessories business line saw 44 percent growth.

Silk and textiles saw a 27 percent increase, perfume and beauty recorded an 18 percent bump and watches saw growth of 62 percent, fueled by expertise and creativity.

Additional business lines saw a 37 percent increase, citing homeware and jewelry as fuel for the bump.

Asia, excluding Japan, benefitted from Chinese New Year, seeing a 20 percent increase. Japan saw a 17 percent bump, relying on the loyalty of local customers and collections' success.

Hermès recently enhanced its presence in Macau with the opening of a new boutique.

The spacious new store is located at the One Central Macau shopping center, where Hermès first arrived in 2009. Shoppers can now explore all 16 Hermès métiers including leather goods, silk, ready-to-wear, watchmaking and home furnishings while enjoying a lakeside view ([see story](#)).

The Americas saw a 44 percent acceleration, citing a strong performance in the U.S.

Europe, excluding France, saw a 44 percent increase while France saw a 40 percent increase.

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