

APPAREL AND ACCESSORIES

Herms highlights its heritage with new Qatari store, exhibit

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The new Herms store in Doha, Qatar. Image credit: Herms

By LUXURY DAILY NEWS SERVICE

French fashion label Herms has unveiled a new store and exhibit in Doha, Qatar ahead of this fall's FIFA Men's World Cup.

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The Qatari capital is now home to a new Herms boutique in Place Vendme, a Parisian-inspired luxury shopping destination. Elsewhere in the city, the house is also hosting a touring exhibition at the National Museum of Qatar.

Herms in Doha

The spacious new store covers 600 square meters, or more than 6,400 square feet, and highlights Herms' 16 mtiers, including leather goods, silk, ready-to-wear, watchmaking and home furnishings.

Parisian architecture firm RDAI was responsible for the design, which incorporates regional touches as well as allusions to the codes of Herms.

For instance, lines on the ceiling recall the sand dunes of the inland sea Khor Al Udaid. Hand-laid inserts in the terrazzo tile is inspired by Al Jassasiya's rock carvings, while the store faade's travertine walls evoke the limestone rock formations of Ras Abrouq.

Meanwhile, the boutique's marble mosaic resembles the house's Faubourg pattern, and the Grecques motif is captured in the symmetrical molded overhead lighting. Cognac-colored leather paneling adorns the intimate salons dedicated to watchmaking and jewelry, alluding to the equestrian history of Herms.

Each mtier also has a VIP salon for private, bespoke services. A private garden also includes a blue, life-size horse sculpture by French artist Assan Smati.

The house's artistry in the form of handbags is the focus of its exhibit at the National Museum of Qatar.

Until 11 June 2022, the National Museum of Qatar (NMoQ) is hosting a fourth chapter of the Herms Heritage cycle of touring exhibitions, "Once Upon a Bag", which explores the story of

Hermes from its origins to the present day [#HermesHeritagehttps://t.co/xp0i1kVf8o](https://t.co/xp0i1kVf8o)
[pic.twitter.com/HTDW7Z88bC](https://t.co/xp0i1kVf8o)

Hermes (@Hermes_Paris) [May 30, 2022](#)

A new Hermes Heritage exhibit is now open

"Hermes Heritage - Part four: Once upon a bag" is open through June 11. The free exhibit examines the history behind both the maison and its iconic handbags.

Luxury brands are increasingly gravitating to Qatar, the wealthy host of the 2022 FIFA Men's World Cup.

Last fall, Swiss watchmaker Hublot unveiled the official countdown clock at Doha's Corniche Fishing Spot, a picturesque pier that overlooks the Persian Gulf. The upcoming tournament marks the fourth time the brand will serve as the event's official timekeeper ([see story](#)).

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