

RETAIL

Post-renovation, Herms reintroduces historic Vienna boutique

September 27, 2023



Herms has occupied the 18th-century building at 22 Graben for over 20 years. Image credit: Herms

By LUXURY DAILY NEWS SERVICE

French fashion and leather goods house **Herms** is unveiling an expanded and redecorated retail space.

Following a period of renovations to a historic site, the maison's boutique in Vienna's city center reopened last week. Executed by Parisian architectural firm RDAI, the overhauled development doubles the store's original surface area across three floors injected with heritage from both the brand's coveted design identity and the rich history of the shop's host city.

New image

One of just two Herms locations in Austria, Herms has occupied the 18th-century building at 22 Graben for over 20 years, first opening in 2001.

Today, accents influenced by the Vienna Secession art movement of the late 1800s ground the shop's interiors. Throughout the retail space, customers can witness nods to the Viennese Art Nouveau style, such as stylobates, cornices, sandblasted glass and stucco moldings in action.

Its centerpiece is a travertine-style sculptural staircase unifying all store levels, each housing products from a few specific categories.

Herms is delighted to announce the reopening of its renovated and expanded store in Vienna, one of the house's two stores in Austria. [#HermesVienna](https://t.co/VmW6uCa6UM) <https://t.co/VmW6uCa6UM>
pic.twitter.com/D2MJmCROkc

Herms (@Hermes_Paris) [September 26, 2023](#)

Besides Herms Parfum & Beaut lines, women's and men's silks and accessories, as well as homewares and equestrian products, can all be found on the ground floor, with women's and men's ready-to-wear and shoes stationed one flight up.

A VIP salon highlighted by a 16-panel stained glass window comprises the store's top level, the private shopping concept catching on among luxury's top players ([see story](#)).

Jewelry, watches and leather goods can also be found on-site, where "some sixty works from the mile Herms collection paintings, drawings, engravings photographs from the design studio or contemporary photographs, objects, graphic creations continue this vibrant dialogue between Viennese art and the equestrian world so beloved by Herms," according to a statement from the company.

The Sept. 22 announcement arrives against the backdrop of outstanding first-half fiscal results from Herms, which posted a 25 percent increase in sales, spurred by, among other factors, retail expansion in Asia ([see story](#)).

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