

RETAIL

# Herms renovates, reopens storefront in Seoul

December 28, 2023



*The shop features interior details inspired by local culture, taking design cues from Korean architecture. Image credit: Herms*

By LUXURY DAILY NEWS SERVICE

French fashion and leather goods house **Herms** continues to refurbish its retail properties worldwide.

Situated within the five-star Shilla Hotel in the heart of Seoul, the brand is giving guests an eye into its world of luxury upon reopening its doors in the capital city on Dec. 15, 2023. The shop features interior details inspired by the “Hanok,” a traditional Korean house, sharing other design cues with local culture.

## New beginnings

The 1997 establishment of the Shilla Hotel boutique marked the maison’s first entry into Seoul, a market that now boasts 19 Herms storefronts.

A recent update has expanded the retail space, which now covers two floors, granting a selection of ready-to-wear, accessories and more additional square footage.

Overall, the Herms Shilla Hotel has undergone one major shift: the new layout creates a larger showcase for the work of local artisans and craftspeople.

From a specially created central staircase by textile designer Hyunjee Jung to a garden area planned by landscape architect Jeong Wook-Ju, Korean textile designers, architects and fashion creative directors receive a spotlight.



*A recent update has expanded the retail space, which now covers two floors. Image credit: Herms*

A terracotta wall made of Myung Joo silk sits on the first floor. Woven leather lines the walls of the women's section and a private salon area awaits clients on the second level.

Envisioned by Parisian architecture agency RDAI, a monochromatic color palette reminiscent of the Dansaekhwa art movement guides the store's visual identity, adorned with bursts of bronze and rust.

Cherry wood furniture is sprinkled throughout, in yet another nod to flora native to the nation's Jeju-do province.

Contemporary photography from Finnish Pentti Sammallahti, Argentine Nicolas Silberfaden and American Saul Leiter connect the location to the larger Herms community.

Open daily from 9:30 a.m. to 5:30 p.m. at the Shilla Hotel, the merchandiser's decision to embed the boutique inside a luxury hospitality center is no happy accident.

In fact, compared to other luxury brands, Herms has almost 15 percent of its physical points of sale at airports, compared to 8 percent at Gucci and 5-6 percent at Louis Vuitton. The brand's strategy also involves concentrating its retail hubs in the 25 top luxury retail cities ([see story](#)).

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