

RETAIL

Herms bolsters APAC retail presence with dual store openings

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The Malaysian store's facade is made of woven bamboo and cane. Image credit: Herms

By LUXURY DAILY NEWS SERVICE

French fashion and leather goods house **Herms** is introducing multiple boutiques in a key business territory.

This week, the brand announced the debut of two stores: one in Tokyo, with the other situated in Kuala Lumpur, Malaysia. Both located in the APAC region, the separate openings ode the respective locales they reside in, both in design and aesthetics.

Business boom

The Tokyo location is in the recently opened Azabudai Hills retail development, joining Dior, Cartier, Bulgari and Bottega Veneta at the venue.

Sporting a semi-transparent glass facade, the building is coated in washi paper, hand-treated by local artisans to create an appearance that shifts from opaque to see-through depending on the angle. Other cultural codes are utilized as well, with gold-leaf paneling and mosaics present throughout; local artists contributed their work as decor as well.

Melding Parisian and Japanese ideals, the two-floor store offers menswear, womenswear, jewelry and fragrances, all of which can be purchased from the showroom or a private salon.



The Tokyo location features a rooftop garden among its amenities. Image credit: Herms

In Malaysia, the Kuala Lumpur store is reopening following a period of renovation, adding a second level to its square footage.

Situated inside The Gardens Mall, the storefront is said to mimic the country's traditional vernacular architecture, utilizing local flooring and partitions as a nod to the culture. Inside, visitors will find an expanded selection of goods, including the expected ready-to-wear collections.

Homeware, leather and equestrian products are also offered.

Both of the new boutiques feature a variety of works from the mile Herms art and photography archive, with pieces from local artists appearing alongside the maison's heritage items.

The openings bolster the brand's presence in the incredibly important Asia-Pacific region, where Herms generated the most revenue in 2023. Japan outpaced the entire globe in sales growth ([see story](#)).

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