

RETAIL

Herms opens three new global boutique locations

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Opening doors in Bahrain, plus two other cities, the brand is continuing to enhance its global retail footprint. Image credit: Herms

By LUXURY DAILY NEWS SERVICE

French fashion and leather goods house Herms is prioritizing expansion in emerging luxury markets.

Opening doors in Bahrain, India and the Americas, the brand is continuing to enhance its global retail footprint. The three locations, which includes one relocated property and two new boutiques, mark the latest updates in a streak of stores reveals and renovation projects debuted worldwide in recent months.

Spurring in-store sales

The house's limited production model seems to be paying off.

Its success ([see story](#)) sees Herms taking advantage of opportunities to strengthen its in-person sales presence.

Each new boutique is designed by Parisian architecture agency RDAI to reflect the cultural contexts of its respective host city, starting in India.

Stationed on floor one of Mumbai's Jio World Plaza Mall, Herms inaugurated its second store in the city and its third in the country since entering the region in 2008 on April 25.

The space comes complete with men's and women's collections, additionally stocking categories such as watches and leather goods, beauty and perfume, jewelry and home. Three key sections include an entrance that exposes an open floor plan, while fitting rooms and a private salon promise an enhanced customer experience.

Deep blue walls line the Mumbai store's center and feature integrate bamboo veneer marquetry that use the city of Jodhpur as a source of inspiration. Its rear swaps these details for fabric-covered, turmeric-toned surfaces embroidered by a local atelier.

Meanwhile, in the Middle East, the sixth Herms retailer to land within the region has arrived.



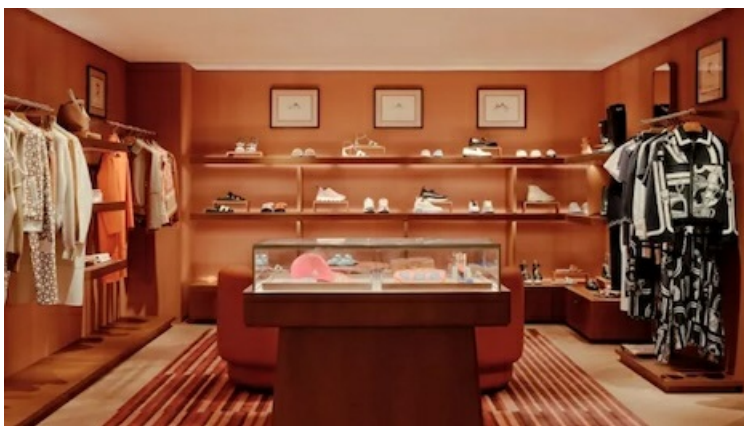
The exterior of the brand's new Bahrain store. Image credit: Herms

On April 30, the brand introduces a larger space at Bahrain's waterfront Marassi Galleria.

A stone-like facade welcomes patrons into the new store adorned with earthy tones and semitransparent panels made from hand-woven and knotted macram by local artisans.

The "evocation of sand and water" follows shoppers indoors, where blue flooring and beige terrazzo tiles recall the Faubourg mosaic.

Herms chose the suburb of an Ivy League school for the final of the three shops, paying homage to Princeton, New Jersey's esteemed academic heritage.



Based within a corner brick building, the new Herms store in Princeton, New Jersey features scholarly interior detailing. Image credit: Herms

According to the brand, other artworks "such as American artist Evan Hecox's colorful graphic, a tribute to 24, rue du Faubourg-Saint-Honor, sit alongside timeless masterpieces, such as a paddock oil painting

by the French painter Maurice Taquoy from the mile Herms collection."

American artist Ruby Wescoat reinterpreted the East Coast city's scholastic legacy in a special window installation created for the April 24 opening.

It marks the 44th store from the luxury label based in the U.S.