

HERMÈS' CASUAL LUXURY STORE TARGETS GENERATION Z

By Livvy Houghton and Alex Hawkins

24 : 04 : 2019 Retail : Luxury : Hermès



Hermès, Meatpacking District, NYC



Hermès, Meatpacking District, NYC

New York – The **French luxury house** has opened a new store in the Meatpacking District with the aim of attracting younger customers.

The two-storey, 5,300-square-foot space is the company's fifth physical location in New York, but it marks the first time Hermès has branched beyond the more established luxury district of Manhattan. Its relaxed store design, informal staff uniforms and more casual product assortment reflect further new directions for the 182-year-old brand, with urban lifestyle items such as skateboard bags, bicycles and sneakers displayed alongside its signature silk scarves, ties and handbags.

'The difference here is we'll attract the next generation of Hermès clients,' says Bob Chavez, CEO and president of Hermès USA. 'It's another opportunity for Hermès to portray itself in a more modern and updated way.'

For more on how luxury brands are experimenting with new store formats and untapped locations to attract a young demographic, explore our **Uptown Downtown** microtrend.