

French fashion house Hermès bringing pop-up concept shop to Green Hills

[Getahn Ward](#), USA TODAY NETWORK – Tennessee Published 3:28 p.m. CT Sept. 29, 2017 | Updated 6:56 p.m. CT Sept. 29, 2017

Visitors to the Hill Center Green Hills shop will be able to refresh worn Hermès scarves or buy new silk scarves, bow ties and neckties to dip dye.

Story Highlights

- Nashville is the only Southern stop on the U.S. tour of the company's Hermematic dip-dye program.
- At no cost, visitors will be able to give their worn Hermès scarves a fresh, new look.

French fashion brand Hermès is coming to Nashville with a pop-up concept shop planned at Hill Center Green Hills on Oct. 12-21.



(Photo: Neil Rasmus/BFA.com.)

Nashville is the only Southern stop on the U.S. tour of the company's Hermematic dip-dye program, which began in New York City. The last stop was in Washington, D.C., in July, with Los Angeles to follow in November.

At no cost, visitors will be able to give their worn Hermès scarves a fresh, new look through the use of a dip-dye washing technique. They also will be able to buy new Hermès scarves, bow ties and neckties to dip dye.

Guests can dip dye each scarf one color with three color options — fuchsia, violet and denim blue — available. The dying process takes roughly 24 to 48 hours.

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Hermès, a 180-year-old, Paris-based family-owned company, has more than 20 stores nationwide, with the closest one to Nashville being in Atlanta. The Nashville pop-up will be at the former Nashville Calypso St. Barth store space at 4031 Hillsboro Pike.

(Photo: Neil Rasmus/BFA.com, Neil Rasmus/BFA.com)
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Hermès' Nashville pop-up will be at the former Nashville Calypso St. Barth store space at 4031 Hillsboro Pike.

(Photo: Submitted)

