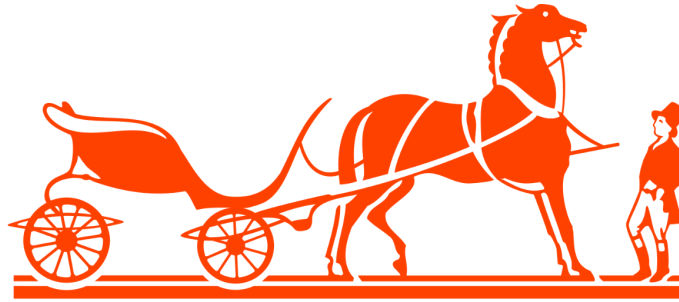


NÉGOCIER DANS DES CONTEXTES SPÉCIFIQUES



HERMÈS

PARIS

TC 34 BI
GERAULT Marie-Lou
CARRASCO Naelle
GEOFFRET Romane
ROUX Éléonore

Mme SAUZER DOMINGUEZ

DOSSIER NÉGOCIATION

Our company :

Hermès is a prestigious French luxury house founded in 1837 in Paris by Thierry Hermès. Originally specialized in saddlery and leather goods, the brand later expanded into silk, ready-to-wear, perfumery, watchmaking, and home lifestyle.

Renowned worldwide for its exceptional craftsmanship and iconic creations such as the Birkin and Kelly bags or its famous silk scarves, Hermès embodies elegance, creativity, and French refinement.

Today, the brand operates more than 300 exclusive boutiques worldwide, generating most of its revenue internationally, particularly in Asia, North America, and Europe. Loyal to its image of prestige, Hermès maintains a selective and carefully controlled distribution, ensuring a direct and privileged relationship with its clientele.

The product we chose :



We chose the *Twilly Grand Théâtre Nouveau*

The Twilly of Hermès is a small silk scarf that has become one of Hermès' iconic accessories. Slim and elongated, it features colorful and refined patterns inspired by the brand's famous silk squares. Versatile and elegant, it can be worn in many ways : around the neck, wrist, or hair, or tied to a handbag handle to add a stylish and original touch.

Our prospect distributor :



Palacio de Hierro :

Historic Mexican shopping center (1819).

Store inspired by European department stores such as Galeries Lafayette or Printemps.

Origins : First high-end department store inspired by European retail models.

Positioning : Luxury, premium fashion, designer brands, lifestyle.

Notable features : Prestigious store architecture, exclusive

brand offering, personalized service

Values : Elegance, sophistication, customer experience, premium service.

Presence : Major cities across Mexico with flagship stores in prime service

Clientele : Affluent, fashion-focused customers seeking exclusivity.

Strategy : Curated luxury assortment and elevated in-shore experience to reinforce brand prestige.

The cultural and economic impact :

Economic :

Mexico has great potential to attract investment from companies looking to relocate their operations to North America.

It also represents a significant opportunity to spread the benefits of trade throughout the country and create more and better links within the value chain. (Source: OECD.FR) = Purchasing power on the rise

→ COFAC business environment rating (Teamfranceexport.fr): A3 → Positive



Fashion accounts for more than 2.5% of Mexico's GDP, with exports of high-end scarves performing well in this context.

Cultural link between Mexico and France (Source: French Embassy in Mexico website)
= Artistic link → Colorful and unique scarves; potential for artistic expression.

Cultural :

→ **General principles :** In Mexico, decisions mainly come from superiors. Lower-level employees have little autonomy. Important decisions take time, so avoid pressuring counterparts.

→ **First contact :** Direct contact and personal trust are essential. Confirm meetings several times. If a meeting cannot take place, prefer a phone call over an email. Meetings with senior managers are often held in prestigious locations.

→ **Time management :** Punctuality is appreciated, but waiting 30 minutes is common. Meetings start with small talk (5 to 15 minutes, sometimes more for the first encounter).

→ **Gifts :** Gifts are well-received: for a first meeting, an item with the company logo is enough. When invited to someone's home, bring wine, chocolate, or flowers (not red ones)

→ **Dress code :** Appearance matters. In Mexico City: very formal attire (dark suit and tie for men, business suit or elegant dress for women).

→ **Communication and relationships :** Personal relationships take precedence over the contract. Build trust before addressing the core business issues. Communication is indirect: avoid saying "no" too bluntly.

→ **Meeting management :** Meetings often last longer than planned and the agenda is flexible. Plan for a translator if necessary. The style is formal but showing emotions is normal. Decisions are slow: avoid aggressive techniques.

→ **Business meals :** Meals (often long) are part of doing business. The host introduces the business topic. Alcohol is mostly in the evening. The host pays, unless you are the client (though still offer). Splitting the bill is frowned upon.



The SONCASE :

S

- Durable product with excellent color fastness
- Very strong brand image: choosing Hermès is a safe and prestigious investment

O

- Wearing a Hermès Twilly helps stand out and express distinction in social and professional circles.
- Brand associated with international elegance and the global elite.

N

- Multiple ways to wear the Twilly: in the hair, on a bag, around the wrist, or as a belt.
- Regularly renewed patterns and color collections.

C

- Lightweight, soft silk, perfectly suited to Mexico's warm climate.
- Easy to wear every day without feeling heavy or warm.

A

- A luxury purchase with high perceived value.
- Price justified by quality, durability, and brand prestige.
- Ideal high-end gift for family celebrations, birthdays, and special occasions.

S

- An accessory that allows personal expression and creativity.
- Creates a strong emotional connection, whether as a gift or a meaningful keepsake.

E

- Artisan craftsmanship and respect for traditional know-how.
- Durable product designed to last over time.
- Values of authenticity and responsibility increasingly important to premium Mexican consumers



Our quote :

Hermès

QUOTE

24 rue du Faubourg Saint-Honoré
75008 Paris
01 40 17 46 00
<https://www.hermes.com/fr/fr/>

Reference : DEV - 07699
Date : 08/12/2025
N° customer : 23990

EL PALACIO DE HIERRO
Av Molière 222, Polanco
11530 Ciudad de México

Title : Twilly Grand Théâtre Nouveau

Quantity	Designation	Unit price excluding tax	Total price excluding tax
10	Silk Ribbon (100%) : Twilly Grand Théâtre Nouveau Reference : H063761S 22	175€	1750€

Total excluding tax (€) : 1750€

We remain at your disposal for any additional information.
Cordially,

If this quote suits you, please return it to us signed preceded by the mention :
« GOOD FOR THE CORDIAL AND EXECUTION OF THE ESTIMATE »

Date :

Signature :

Validity of the quote: 3 months

Payment terms: 40% upon order, balance upon delivery
Any amount not paid by its due date shall automatically incur late payment interest at three times the legal interest rate for the current year, as well as the payment of €40 in collection costs.



Our invoice :

INVOICE N°07699

HERMES
24 rue du Faubourg Saint-Honoré
75008 Paris
SIREN 572 076 396
01 40 17 46 00

EL PALACIO DE HIERRO
Av Molière 222, Polanco
11530 Ciudad de Mexico

Date of invoice : 18/12/2025
Date of delivery : 15/12/2025
Payment deadline : 08/01/2026

Quantity	Designation	Unit price excluding tax
10	Sale of Twilly Grand Théâtre Nouveau : Silk Ribbon (100%) Reference : H063761S 22	175€

Total Excluding tax : 1750€

Additional informations (BIC, IBAN)

SOGEAGGP - FR46 5678 5432 4567 6788

In case of delay, a penalty at the annual rate of 5% will be applied, to which will be added a flat-rate compensation for collection costs of 40%.



The sites we used :

- RBC Global Connect : [La pratique des affaires au Mexique](#)
- [El Palacio de Hierro](#)
- [Hermès](#)