



PRESS INFORMATION
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MADONNA AND HER CREW FIND THEIR 'PERSONAL STYLE' AT H&M

Madonna and her entire 150 person crew for the Confessions World Tour each found clothes that reflect their own individual styles while shopping at H&M. The international fashion retailer agreed to provide a complete wardrobe for Madonna and her "touring family" as part of a long term agreement that includes an upcoming advertising campaign between H&M and the Material Girl.

With H&M and their world famous designers specializing in clothes for all family members, it seemed an ideal combination for the musicians, dancers, makeup artists, management and crew members of Team Madonna to have the opportunity to find exactly what they needed once they got offstage. The entire team was given the chance to choose from H&M's latest collection which included Victorian romantics, British classics and couture inspired pieces

In addition, Madonna worked with H&M designers to create a unique track suit to wear while she's on the road. The tracksuit comes in black, white and purple. The top (€29.90) is narrow and feminine with a yoke and gathering and the trousers (€19.90) are fitted at the top with wide legs and detailed with zippers. "We are pleased to be able to offer this track suit to our customers by mid-August" stated H&M's head of design, Margareta van den Bosch.

In H&M's upcoming advertising campaign, the dancer Sophia chose a black shiny nylon jacket with metallic press buttons teamed with loose fit jeans. Fellow dancer Cloud wore a striped and grey melange T-shirt with jeans and a matching hat. Madonna's very chic makeup artist Gina Brooke wore a black pencil skirt with a matching couture style blouse and sky high heels. Dave the Rigger chose a plain T-shirt and denim jeans and tour production manager Chris chose a checked cotton shirt to his denim jeans. Madonna's manager Angela Becker selected a silk camisole and black slacks under a grey melange wool vest.

H&M's autumn collection is built around four trends: mix and match for a complete look. Retro couture inspiration - chic, coordinated, romanticism with reference from the turn of the century, Classics of the classics - British style tailoring and knitwear updated in unexpected materials and color combinations, 1980's music scene - sleek rock style.

The advertising campaign is scheduled to begin in August.

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*For more information about Madonna and The Confessions Tour: www.madonna.com
For more information about H&M and press pictures from the campaign for editorial use: www.hm.com*