

PRESS INFORMATION

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H&M OPENS FIRST STORE IN EAST ASIA

H & M Hennes & Mauritz, the international fashion retailer, is opening its first store in East Asia, on March 10 at 68 Queen's Road, Central Hong Kong.

"We are very proud to open our first store in East Asia, in Hong Kong. China is a strategic and exciting market with great fashion awareness and spending power. We therefore see a vast potential for expansion. We are convinced that we can offer our Hong Kong customers added value through fashion and quality at the best price", says Rolf Eriksen, CEO H&M.

The new store measures approximately 3,500 square meters on four floors and offers an extensive collection of fashions for women, teenagers, children and men – everything from fashion basics to clothes that reflect the very latest trends. The store features H&M's contemporary indoor décor and with new garments arriving in the store every day, H&M makes it easy for its customers to dress their individual style.

For this season, H&M's Head of Design Margareta van den Bosch teamed up with Madonna to create a unique yet classic line – 'M by Madonna'. The 'M by Madonna' line includes glamorous tops, street-cool lumber jackets, tailored blazers and other apparel including shirt dresses and kimono-shaped dresses. A Madonna favourite is a stylish trench-coat in cotton poplin or leather.

Fashion-savvy shoppers in Hong Kong can look forward to getting the world premier of the 'M by Madonna' collection, two weeks before the rest of the world!

In April H&M opens two stores in Shanghai and during fall 2007 H&M will open three new stores in Hong Kong.

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Press pictures from the Hong Kong opening event and public opening can be down loaded March 10 from www.hm.com

H & M Hennes & Mauritz AB (H&M) was established in Sweden in 1947. The company's business concept is to offer fashion and quality at the best price. H&M is quoted on the Stockholm Stock Exchange. Today there are more than 1,300 H&M stores in 25 countries. H&M has more than 60,000 employees and achieved sales including VAT in 2006 of SEK 80,081 million. H&M has a wide product range that is divided into a number of different concepts for women, men, teenagers, children and cosmetics. The company's clothing collections are created by its own designers, pattern makers and buyers. For further information visit www.hm.com.