



COS TO OPEN A STORE IN WARSAW

This summer will see COS expanding into Poland with a store opening in the capital Warsaw.

The new store will be situated within the Mysia 3 concept store development near the Wolf-Bracka district of central Warsaw; a unique space that provides a simple aesthetic and industrial interiors. This landmark development is the ideal location for the first COS store to open in Poland.

Across 2 floors and 500m² the store will carry the full collection concept – women’s, men’s and children’s wear – offering reinvented classics, wardrobe essentials and timeless designs that are made to last beyond the season.

Since the inauguration of the brand in 2007, COS has made a discreet yet impactful launch in Europe and is now synonymous as the brand favouring style over fashion. Today there are 46 stores in nine countries, with Poland marking the fifth confirmed new market of 2012; Finland, Italy, Hong Kong, Kuwait have previously been communicated.

Marie Honda, COS Overall Brand Responsible says; “We are very happy to confirm our first store opening in Poland, COS is a great fit for the market in Warsaw and we hope the customers will agree”.

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COS launched on London’s Regent Street in March 2007. COS is part of the H&M group. COS compliments H&M in sharing the same business concept - ‘fashion and quality at the best price’ - COS prices start where H&M’s finish. COS has a wide product range that is divided into a number of different concepts, incorporating fashion essentials, reinvented classics and the latest trends for men and women. COS is created by an in-house design team of designers and buyers. COS currently has 46 stores in nine countries (UK, Germany, Netherlands, Denmark, France, Spain, Belgium, Ireland and Sweden) and currently retails online to an additional 9 European markets.