

Stockholm, Sweden, 31 January 2018

Afound – an innovative off-price marketplace – launches in 2018

Afound will be a marketplace, a “*style- and deal-hunting paradise*” selling discounted fashion and lifestyle products, with both external and the H&M group’s own brands, offering a wide range of well-known, popular brands for both women and men. Afound will present a carefully selected, season-less range from Swedish and international brands in a variety of price segments both online and in physical stores. Afound will also launch unique, limited product releases from a range of brands, all at attractive prices.

“We see big potential for Afound and are looking forward to introducing the marketplace to our audience in Sweden in 2018. Afound cares about both the value of the products and the mix. And by offering personal style inspiration, quality labels, and the sense that you’re getting a really good deal, Afound will offer a new form of off-price experience”, says Fredrik Svartling, Managing Director of Afound.

Afound’s marketplace will be launched both online and with physical stores, starting in Sweden, in 2018. The first store will open on Drottninggatan in Stockholm in parallel with the launch of the digital marketplace in Sweden.

For further information, please contact:
Afound, Ulrica Bogh-Lind, Communications & Press
press@afound.com
www.afound.com

Patriksson Communication, Linus Stridfelt
linus.stridfelt@patrikssoncomms.com

Afound will be an off-price marketplace offering a carefully selected, broad and varied range of discounted products from well-known lifestyle and fashion brands, with both external and the H&M group’s own brands presenting an extensive selection for both men and women. Afound’s marketplace will be launched both online and with physical stores, starting in Sweden, in 2018. The first store will open on Drottninggatan in Stockholm.

The logo for Afound, featuring the word "AFOUND" in a bold, black, sans-serif font. The letter "A" is stylized with a horizontal pink bar extending from its base to the left.