

PRESS INFORMATION
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Viktor & Rolf in design collaboration with H&M

The design duo Viktor & Rolf and H&M are pleased to announce their collaboration for the autumn 2006 season. Viktor & Rolf, known for their high concept fashion shows and modern twist on classically tailored clothes, will design a collection of women's and men's wear to be produced and distributed by H&M.

The one-time collection will be available at selected H&M stores on all H&M markets across Europe, North America and the Middle East. To be launched in November 2006.

Viktor & Rolf started their career in 1993 when they won the Hyères Fashion Festival. Through exhibitions, installations, haute couture shows, and since 2000, women's ready-to-wear, they have received international acclaim as one of fashion's most innovative labels. Their brand now includes a men's line, scarves, underwear, glasses and shoes as well as a perfume range. The duo's renowned collections comprising sharp tailoring and clever artistry sell in over 20 countries worldwide. Their first signature store, which is entirely upside down, has won many design awards and was opened in Milan last year.

"If Haute couture is the most sublime form of fashion, H&M is fashion at its most democratic. Our roots are based in couture. It's the heart and soul of our work. But we also love to play with opposites: transformation is a key element of our signature style. For us, fashion is an antidote to reality. It's a great opportunity to communicate our vision with such a large audience of H&M devotee," say the designers Viktor & Rolf.

"We really admire Viktor Horsting and Rolf Snoeren and are fascinated by their unique way of working with design, combining their artistic talent with great craftsmanship. We look forward to offering our customers a collection by these extraordinary designers," says H&M's head of design Margareta van den Bosch.

Press pictures for editorial use can be down-loaded from www.hm.com under the application press services.

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Founded in Sweden in 1947, H&M is synonymous around the world with affordable as well as up-to-date and high quality fashion. 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. H&M has more than 50,000 employees and around 1,200 stores in 22 countries.