



## **H&M TO DRESS MADONNA'S TEAM ON CONFESSIONS WORLD TOUR Upcoming Advertising Campaign With Madonna and Dancers to Follow**

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In a dream marriage of music and fashion, Madonna, has joined up with fashion giant H&M to supply a complete off stage wardrobe for her entire touring troupe including her band, dancers, crew members and the Material girl herself, it was announced today by H&M. With a shared philosophy of diversity and fashion freedom, "Team Madonna" participants will be free to choose clothing from H&M's extensive 2006 collection.

Madonna, whose Confessions Tour opened on May 21<sup>st</sup>, will be dressed by famed designer Jean-Paul Gaultier while on-stage looks forward to being equally fashionable when she steps off the stage in H&M.

"Partnering up with H&M feels like a perfect fit. We'll all get to express ourselves in our own individual ways. The dancers and I are excited to go shopping together," stated Madonna.

Other aspects of the collaboration between H&M and the artist will include a specially designed Madonna track suit which will be available in H&M stores in mid August as well as an advertising campaign featuring Madonna and her legendary dancers.

"This is a thrill for H&M. Aside from being great fans of Madonna's music and fashion sense, we admire her ability to always be ahead of the trends in everything she does. We look forward to seeing how her touring family translates H&M's seasonal trends to their own personal looks," says H&M's head of design Margareta van den Bosch.

Founded in Sweden in 1947, H&M, which has over 1,200 stores in 22 countries, is synonymous around the world with affordable, up to date and high quality fashion. The company's collections are created by their own designers. The spring/summer 2006 seasonal trends are romanticism inspired by the early 1900's - clean cut tailoring in light neutrals and Riviera style preppy glamour. In addition, there is a wide range of updated classics including knitwear, denim, t-shirts and mix and match sweatshirts and accessories to complete any individual look.

Madonna, a multi-Grammy Award winning artist, children's author and visionary is a cultural innovator of astonishing diversity and enduring appeal. Her current CD Confessions On A Dance Floor debuted at No.1 in 29 countries. The Confessions Tour is scheduled to travel the world through the end of September.

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For more information about Madonna and The Confessions Tour: [www.madonna.com](http://www.madonna.com)  
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