



FIRST TWO H&M STORES OPEN IN DUBAI

Third store will follow on September 13th

Yesterday evening the two first H&M stores opened in Dubai, in the well known and highly visited Mall of the Emirates.

“We are very proud to open H&M stores in this region, which is known for its high fashion awareness. Opening day was a great success, and we were very pleased to see shoppers in Dubai lining up for our fashions. We look forward to serving our customers in three unique retail stores in Dubai and offering them new garments in the stores every day,” says Rolf Eriksen, CEO H&M.

A third Dubai H&M store will open its doors on September 13th in the Ibn Battuta mall. The three stores in Dubai measure between 1,000-1,500 square meters each and will feature H&M’s contemporary indoor décor.

H&M is also pleased to announce the opening of its first store in Kuwait City on September 20th. The store, which will be located in the Marina Mall, measures approximately 1,200 square meters.

H&M is a global fashion brand and pioneer of design collaborations with international style icons such as Viktor & Rolf, Stella McCartney, and Karl Lagerfeld, and offers an exciting shopping opportunity for style conscious shoppers who appreciate H&M’s approach to fashion and quality at the best price. The new stores feature an extensive collection of fashions and accessories for men, women, teenagers, and children. By offering both basic garments, as well as clothes that reflect the very latest trends, H&M makes it easy for its customers to dress their individual style.

The new H&M stores in the Middle East are being established through a franchise agreement with one of the Middle East’s leading retailers, M.H. Alshaya. By doing this, H&M is able to bring its fashions to a part of the world where it would not otherwise be possible to establish a presence, using the current H&M wholly-owned subsidiary model.

For more information, please contact:

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Press pictures can be downloaded 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 O-list of the Stockholm Stock Exchange and has approximately 1,200 stores in 22 countries. H&M has more than 50,000 employees and achieved sales including VAT in 2005 of SEK 71,886 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.

M.H. Alshaya is one of the leading retail companies operating in the Middle East and is the franchisee for more than 42 international retail brands including e.g. Debenhams, The Body Shop, MAC, and Starbucks Coffee. Based in Kuwait, Alshaya operates more than 1,000 stores across eleven countries. Alshaya Retail employs more than 8,000 people of 46 different nationalities.