



H&M ARRIVES IN KUWAIT

Yesterday evening the first H&M store opened in Marina Mall, Kuwait

“After the successful opening of three H&M stores in Dubai the past two weeks, we are both excited and proud to open the first H&M store in Kuwait. We are happy to bring the latest styles and fashion trends to customers in this fast growing region, which is known for its high fashion awareness,” says Rolf Eriksen, CEO H&M.

The new H&M location in Kuwait’s Marina Mall measures approximately 1,200 square meters and offers an extensive collection of fashions and accessories for women, teenagers, and children – everything from fashion basics to clothes that reflect the very latest trends. The store features H&M’s contemporary indoor décor and with new garments arriving in the store every day, 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.

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. This November H&M will present its limited edition fashion collection from guest designer duo Viktor & Rolf, which will be available in all H&M markets, including Kuwait and Dubai.

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Press pictures from the opening and background information for editorial use 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. Today there are more than 1,200 H&M stores in 24 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.