

[2000-09-28]

H&M opens two new stores in Madrid and one in Barcelona during fall 2000

This fall H&M, Hennes & Mauritz will open its two first stores in the center of Madrid. The first opening will be on September 28th, in Preciados St. (C/Preciados, 6; 28013 Madrid). The store will span over 1000sq meters, where it will be displayed the H&M collections for ladies and cosmetic, as well as lingerie and accessories. The Preciados store will have garments to dress from teenagers and women who like to be on the latest trend to ladies that have a more classic taste, but always being fashionable.

The second H&M store in Madrid will open October 5th in Goya St. (C/Goya, 81; 28001 Madrid). In this location the customers will be able to buy the H&M collections for men and ladies, as well as underwear and accessories. The store will span over more than 1200sq meters.

H&M will open its first store in the city center of Barcelona on October 19th, with a concept store for youngsters. The store will be located in Portaferrissa St. (C/Portaferrissa, 16; 08002 Barcelona) and will span over 1100sq meters. Along with the trendiest garments for the teenagers who like to be on the latest fashion this store will also have the collections for the ones that like the fashion basics.

H&M successfully opened its first store in Spain April 6th 2000 in Centre Comercial Les Glories in Barcelona. After that opening three more had followed during spring 2000. Two stores were opened in Zaragoza, in Centro Comercial Augusta y Centro Comercial Grancasa and one in Barcelona in Centre Comercial La Maquinista.

H&M, the Swedish-based clothing retailer, was founded in 1947. The business concept is 'Fashion and quality at the best price'. The company now counts to more than 636 stores in fourteen countries. The turnover in 1999 was 32.9 billion SEK (640.3 billion ptas. \*). Ninety new stores are scheduled to open during the present financial year.

H&M has a team of 70 designers who create all different lines of clothing covering men's and women's markets as well as baby, children, teenager, maternity and plus sizes, including accessories, lingerie, swimwear and cosmetics. The company sells its own designs exclusively in H&M stores. 400 million garments a year are sold and new goods are delivered to the stores every day.

For more information please contact Helena Gómez Suñer at H&M (93 260 86 60) Ester Gallén at XXL Comunicación (93 452 65 00). You can also find more information as well as press pictures on [www.hm.com](http://www.hm.com)

\*) Exchange rate as of November 30, 1999.