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H&M opens its first stores in Spain

H&M, Hennes & Mauritz, is opening its first store in Spain in Barcelona, Glories 6th of April, followed by two additional store openings in Zaragoza in the shopping centers of Grancasa, April 7, and Augusta, April 13. The fourth opening will take place during May in Barcelona la Maquinista. In fall 2000 it's planned to open in the center of Madrid and in Spring 2001 in Valencia.

The first H&M store in Barcelona, Glories (Avda. Diagonal 208; 08018 Barcelona) will span over 1,500 square meters divided into two floors. The store will carry ladies and menswear as well as cosmetics.

H&M, the Swedish-based clothing retailer, was founded in 1947. The company now counts to more than 600 stores in twelve European countries. The turnover in 1999 was 32.9 billion SEK (634.2 billion ESP*). 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. 300 million garments a year are sold and new goods are delivered to the stores every day.

H&M is mostly known for the business concept 'fashion and quality at the best price' as well as for the print advertising. The campaigns are shot by high profile photographers and have featured actors such as Isabella Rosselini, Johnny Depp, Steve Buscemi, Patricia Arquette and Gary Oldman including some of the fashion industry top models.

For more information please contact Helena Gomez at H&M at (93) 260 86 60 or Ester Gallén at XXL(93) 452 65 00. You can also find more information by visiting H&M's website at www.hm.com

*) Exchange rate as of November 30, 1999.