

**PRESS INFORMATION**  
**March 2, 2007**



**THIS SEASON'S BEACH WEAR LINE FROM H&M**  
**– dedicated to style icon Kylie Minogue**

H&M's theme this summer is Australia a relaxed, sporty, beach-life feel mixed with the glam look and lots of shiny metallic. H&M pays tribute to sparkling pop princess and style icon, Kylie Minogue by designing a limited line of bohemian–chic beachwear with Kylie as a muse. Kylie is also the face of the upcoming beachwear campaign.

The “H&M loves Kylie” line is part of H&M's main swimwear range and contains fifteen styles which will be in all H&M stores that sell womenswear in mid May.

“When we think Australia and glamour we think Kylie, who is such a stylish person,” says H&M's head of design Margareta van den Bosch.

“It has been a great experience to work with H&M on creating this summer range. To me it is all about summer indulgence, effortless chic and lots of fun!” says Kylie Minogue.

10 percent of all money spent on this beachwear line will be donated to WaterAid. The international charity WaterAid is dedicated to the provision of safe domestic water, sanitation and hygiene education to the world's poorest people.

“WaterAid has a long and valued relationship with H&M and is delighted to be involved with the ‘H&M loves Kylie’ line. The money raised from this will make a tremendous difference to the lives of people in the countries where we work, every £15 raised enables one person to receive a sustainable supply of clean water, adequate sanitation and basic hygiene education,” says Barbara Frost Chief Executive of WaterAid.

An internationally renowned recording artist whose effervescence and lust for life has inspired a generation of women; Kylie has amassed over forty hit singles globally and seven number ones in the UK. Add her successful touring record and acting career into the mix and it's no wonder she's heralded as the ultimate ‘showgirl’.

Founded in Sweden in 1947, H&M has over 1,300 stores in 24 countries and is synonymous around the world with affordable, up to date and high quality fashion. The company's collections are created by their own designers.

**Press images:**

To download press images: [www.hm.com](http://www.hm.com)

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