

## PRESS INFORMATION

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### H&M OPENS FIRST STORE IN EAST ASIA

**H & M Hennes & Mauritz, the international fashion retailer, is opening its first store in East Asia, on March 10 at 68 Queen's Road, Central Hong Kong.**

"We are very proud to open our first store in East Asia, in Hong Kong. China is a strategic and exciting market with great fashion awareness and spending power. We therefore see a vast potential for expansion. We are convinced that we can offer our Hong Kong customers added value through fashion and quality at the best price", says Rolf Eriksen, CEO H&M.

The new store measures approximately 3,500 square meters on four floors and offers an extensive collection of fashions for women, teenagers, children and men – 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.

For this season, H&M's Head of Design Margareta van den Bosch teamed up with Madonna to create a unique yet classic line – 'M by Madonna'. The 'M by Madonna' line includes glamorous tops, street-cool lumber jackets, tailored blazers and other apparel including shirt dresses and kimono-shaped dresses. A Madonna favourite is a stylish trench-coat in cotton poplin or leather.

Fashion-savvy shoppers in Hong Kong can look forward to getting the world premier of the 'M by Madonna' collection, two weeks before the rest of the world!

In April H&M opens two stores in Shanghai and during fall 2007 H&M will open three new stores in Hong Kong.

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Press pictures from the Hong Kong opening event and public opening can be down loaded March 10 from [www.hm.com](http://www.hm.com)

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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 Stockholm Stock Exchange. Today there are more than 1,300 H&M stores in 25 countries. H&M has more than 60,000 employees and achieved sales including VAT in 2006 of SEK 80,081 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](http://www.hm.com).