



PRESS INFORMATION
JUNE 20, 2007

Roberto Cavalli at H&M

With this year's designer collaboration H&M opens its doors to the exclusive world of Roberto Cavalli. The Italian designer will create a one-off collection for women and men exclusively for H&M. The line will carry the vital touch and the intense sensuality typical of Roberto Cavalli, one of the world's most exciting and creative fashion designers.

"Roberto Cavalli has created a world of his own, iconic and full of fantasy, when it comes to colours, prints, and style. There is no place for shyness and no possibility of ending up with a mainstream wardrobe of everyday basics. The Roberto Cavalli collections represents an exuberant, successful lifestyle", says Margareta van den Bosch.

"As the first Italian designer in the history of H&M, I enthusiastically welcomed this invitation, proud to bring the lively and positive spirit of my work to a new audience, who will be able to see and interpret my style in an individual way. I love freedom and challenges: breaking down barriers, experimenting in different directions. H&M is all this for me. I will add a dash of festivity and dreams", explains Roberto Cavalli.

The "Roberto Cavalli at H&M" collection will be available in approximately 200 selected H&M stores worldwide for a limited period of time starting from November 8th 2007.

The line will consist of iconic menswear, 20 pieces, and womenswear, 25 pieces, including lingerie plus matching accessories.

Thanks to his boundless creativity, Roberto Cavalli is known as a designer to the stars and the international jet set. He regularly dresses international personalities: Madonna, Beyoncé, Gwyneth Paltrow, Charlize Theron, Jennifer Lopez, Sharon Stone, Gong Li, Victoria Beckham, Lenny Kravitz and Adrien Brody. Mr Cavalli's vision is synonymous with glamour and a sensual, revolutionary style. Florentine craftsmanship and tradition combine with a love of colour, embellishment and prints inspired by nature translates into a unique, inimitable style.

Today the Roberto Cavalli universe includes signature collections for both men and women. There is Just Cavalli for a young audience, and Class Cavalli a diffusion collection as well as the Angels and Devils collection for boys and girls. In addition there is also beachwear, lingerie, shoes, eyewear, watches and perfumes. Other products from the world of Roberto Cavalli are accessories for the home, wine and vodka.

To view film material from the start of the design collaboration:

Windows Media Player

mms://qstream-wm.qbrick.com/00416/00416_070615_wg_wis_l.wmv

Quicktime

rtsp://qstream-qt.qbrick.com/00416/00416_070615_wg_qts_l.mov

To download the film material:

<http://streamsync.qbrick.com/00416/070615/>

To download press images: www.hm.com

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