

PRESS INFORMATION
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MAGNIFICENT MARIMEKKO PATTERNS AT H&M THIS SPRING

H&M's designers have created a beautiful collection with Marimekko's popular patterns from the 1950s, 1960s and 1970s for the summer 2008. The collection of some 50 products will be sold in H&M's stores on all 28 markets from April 2008.

The collection, which has a graphic overall look, will comprise airy summer favourites such as wide 70s dresses, tunics, skirts and shorts for women. For men there will be classic summer shirts and shorts. There will be some items for children as well and all comes with accessories to match.

"Our design team has long admired Marimekko's vivid prints and colours. When our designers came up with the idea of creating a collection with Marimekko prints, it felt natural and just the right time. The summer collection 2008 will be joyfully fresh like a vitamin injection," states H&M's head of design Margareta van den Bosch.

"H&M is one of the trendiest and most successful fashion houses in the world. I see a great value in our co-operation. I believe that it will enhance Marimekko's international recognition among young and fashion-conscious consumers," says Kirsti Paakkanen, President of Marimekko.

Marimekko is a leading Finnish textile and clothing design company that was established in 1951. The company designs, manufactures and markets high-quality clothing, interior design textiles, bags and other accessories under the Marimekko brand, both in Finland and abroad.
www.marimekko.com

Founded in Sweden in 1947, H&M is synonymous around the world with affordable as well as up-to-date and high quality fashion. 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. H&M has more than 60,000 employees and around 1,500 stores in 28 countries.

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