



PRESS INFORMATION

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H&M LOVES MOSCOW

First H&M store finally open with a warm welcome from Moscow's fashionistas

Today at noon, H&M fanfared its first store in Moscow, the fashion-conscious capital of Russia. From now on the fashionable Moscow audience can find a varied and extensive range of clothes and accessories. H&M will feature international style inspiration with a full concept store on 3,000 sq metre.

The grand opening of the first store began with a ribbon cut by CEO Rolf Eriksen and Fredrik Famm, H&M's country manager in Russia, which led more than one thousand people who queued to flow into the new store.

"H&M is thrilled to expand into a new fashion oriented market such as Russia and we are pleased to say we have now arrived in Moscow", says Rolf Eriksen, CEO H&M. "Russia is an exciting market and we see great potential for expansion. H&M looks forward to bringing style conscious shoppers in Moscow the inspiration to make their own personal fashion statement."

The first new H&M store will feature fashion and stylish looks for the entire family, including high fashion must-haves for women, men, teens and children. H&M has become an innovator of style and is consistently proving that design is not a question of price.

The fashion spotlight at H&M this spring is variety in fashion. Romance continues to be a trend. The look is well-groomed, coordinated and playful with pretty watercolour shades and light neutrals. Another highlight at H&M this season will be the designer collaboration with Matthew Williamson from April 23. The collection will give full access to his exclusive world, with a women's collection bringing together iconic pieces from his past collections with the brilliant colour of his brand new catwalk looks. In May the second part of the collection, available for both women and men, will be presented – only available at H&M.

A reception party was held on March 11th in the new store, gathering about 2 000 fashionistas, press, creators, and celebrities. The premier evening for Russia's very first H&M store left a strong impression on the Moscow fashion scene.

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Press pictures from the opening and background information for editorial use can be down loaded from www.hm.com

H & M Hennes & Mauritz AB (H&M) was founded in Sweden 1947. The company's business concept is to offer fashion and quality at the best price. H&M is quoted on NASDAQ OMX Nordic. The H&M Group has around 1,700 stores in 34 markets. H&M has over 70,000 employees and achieved sales including VAT in 2008 of MSEK 104,041. For further information visit www.hm.com