

# H&M Group – Policy for products & prints

Policy for the area of product and print development and buying of the same

<b>Document type:</b>	<b>Policy</b>
<b>Applies to:</b>	For all staff working with product and print development and buying – for all brands within H&M Group
<b>Effective from:</b>	15 June 2022
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<b>Owner:</b>	I&D team H&M Group
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## Introduction

At H&M we keep our customers at heart in everything we do. We want our customers around the world to feel represented and welcome in our stores and online channels. Offensive material or products alienates our customers and colleagues and damages our company and brands. When researching and developing products we need to apply an inclusive, diverse, perceptive, responsive, and responsible mindset. With access to information, education, support, and tools we can better fulfill that responsibility.

## Product and print inclusion

This policy should be seen as a general framework to guide the research and creative process for naming products, designing products, prints and graphics.

The primary audience is all our colleagues working with designing, buying, producing & selling our products and services.

We want all our products, prints and graphics to resonate with our purpose, brand DNA's and business ideas in all 76+ markets where we are present. Hence, we need to be aware and informed of cultural, legal & religious differences as well as local norms and attitudes. All our products shall be commercially viable, ethically and legally sound (not copied).

The products, prints, graphics, text/wording and product names shall not have reference nor connotation to:

- Discrimination, stereotyping, including, but not limited to gender, race, sexual orientation, disability, physical appearance, size & shape, nationality, ethnicity, familial status, age, religion, belief, education, socio-economic status, and/or any other legally recognized ground of discrimination.
- Sexism - sexual connotation (inclusive of unwanted sexual objectification), profanity and other insulting language or imagery.
- Pornography or overt sexualized nudity, such as, but not limited to, graphic depictions of sexual activity and/or images of nudity suggest pornographic intent.
- Negative sentiments and self-injury, such as, but not limited to, self-harm instructions, suicidal quotes and graphics or otherwise triggering imagery, negative self-talk and insensitive humor about self-harming behavior.
- Criminality and illegal activity, such as, but not limited to, promotion of illegal substances, alcohol, tobacco, drugs.
- War/violence and weapons, including firearms or ammunition, and/or the promotion of terrorism, criminal organizations, or extremism.
- Animal abuse
- Cultural appropriation
- Religion, religious symbols and the use of God's name

It is expected of the employees working in this field to attend  
Trainings within I&D Business  
Be aware and have read policies  
Use tools and support offered

All related information is currently present at  
[Product and Print Policy Support \(sharepoint.com\)](#)