



**H&M ARRIVES IN FLORIDA!!!**

The international retailer will open two stores in Orlando on the same day

**H&M, Hennes & Mauritz, the go-to source for affordable, fashion-forward apparel and quality basics is happy to announce its arrival to the Florida market with two stores opening in Orlando on October 15 at noon. One store will be located in The Florida Mall with the other located in Seminole Towne Center, marking the first H&M store locations to open in the Florida region.**

"H&M remains committed to increasing its presence in the U.S. marketplace by seeking out new locations," says Daniel Kulle, U.S. country manager for H&M. "Florida is a growing shopping destination that attracts fashion-conscious customers, making this area a perfect fit for our stores. We believe these two locations will become Orlando residents' new favorite stores."

H&M Florida Mall and H&M Seminole Towne Center will open simultaneously on October 15 at noon, offering Orlando shoppers' access to fall's biggest trends for everyone. Each store will offer all of H&M's concepts including the latest designs for ladies', young ladies', men and young men and separate sections for lingerie and accessories. In addition, both stores will also carry H&M's full children's department featuring quality garments for kids of all ages.

This fall, H&M is the most fashionable source for the latest trends. H&M's seasonal collection offers new fabric mixes with a focus on technology and sustainability. Whether it's looking for the perfect sweater or a great accessory, H&M offers stylish options for everyone, no matter what your personal style may be. Key items for women include tunic blouses for \$24.95; detailed jersey tops for \$19.95 and knit dresses for \$24.95. Men can look forward to classic fine knits for \$19.95, patterned shirts for \$29.95 and utility blazers starting at \$49.95.

With its designer fashion collaborations, H&M continues to prove that high-fashion is no longer a question of price. This fall, H&M will introduce accessories designer Jimmy Choo for H&M offering a range of footwear, handbags and apparel for men and women delivering in select stores on November 14. Previous successful design partnerships include those with Karl Lagerfeld, Stella McCartney, Roberto Cavalli, Comme des Garçons and Matthew Williamson.

H&M is proud to mark its arrival by giving back to the Orlando community in partnering with the Boys & Girls Clubs of Central Florida. This youth development organization provides a positive environment that enables members to become responsible, self-reliant, and caring adults. H&M will donate gift cards to the youth in this program to help them purchase new H&M pieces for the fall season with an additional donation to the 'Power Hour' academic program.

In celebration of opening day, H&M Florida Mall and Seminole Towne Center will offer the first 300 shoppers in line an H&M T-shirt and *Access to Fashion Pass*, a shopping card valued from \$10 to \$500. Two lucky winners will receive the *Red Carpet Access Pass* and the opportunity to enter each store before the doors open to the public.

The Florida Mall store is located at 8001 S. Orange Blossom Trail, Orlando, FL and can be reached by phone at (407) 858-0316. Store hours are Monday through Saturday 10:00 a.m. – 9:00 p.m. and Sunday 12:00 p.m. – 6:00 p.m. H&M Seminole Towne Center store is located at 123 Towne Center Circle and can be reached at (407) 302-0801. The store will be open Monday through Saturday 10:00 a.m. – 9:00 p.m. and Sunday from 12:00 p.m. – 6:00 p.m.

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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 1,800 stores in 34 markets. H&M has around 73,000 employees and achieved sales including VAT in 2008 of SEK 104,041 million. For further information visit [www.hm.com](http://www.hm.com).