



SINGAPORE BECOMES NEW H&M-MARKET

H & M Hennes & Mauritz AB takes the first step into South East Asia by opening a store at the best business location on Orchard Road in Singapore's most central shopping area.

The store will be located in Orchard Building, Singapore, and will have a sales area of approximately 3,000 square metres. The store is planned to open during the autumn of 2011.

– We look forward to opening our first store in South East Asia. There is great potential for expansion in this highly populated and fashion conscious region, and Orchard Road in Singapore is the perfect first step for this, says Karl-Johan Persson, CEO at H&M.

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

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