



PRESS RELEASE

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H&M to open stores in Italy

H & M Hennes & Mauritz AB has signed a contract for the first store in Italy. The store is situated in very attractive premises in central Milan and will open in September 2003.

H&M is planning to open additional stores in Italy during 2004.

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For background information about H&M and downloadable press pictures, please go to www.hm.com.