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H&M opens its second Manhattan store

H&M, Hennes & Mauritz, the Swedish-based clothing retailer recently successfully launched in the US, will be opening its second Manhattan store this month. The new store, the ninth to be opened in the northeastern United States this year, is located at 34th Street @ Herald Square, bringing H&M to the midtown area. H&M, whose business concept is 'Fashion and quality at the best price', now counts over 640 stores worldwide.

The expansive 40,000 square foot store, which is scheduled to open on October 27, will be the first full concept store in Manhattan. The 34th Street store will carry all H&M lines covering men's, women's (including lingerie and plus sizes), and teenage markets. The 34th St. location will also introduce 5 additional lines covering infants, children and maternity wear, which have been unavailable in Manhattan until now.

H&M opened its first store, 5th Avenue and 51st, in the United States on March 31, 2000, closely followed by the opening of:

Palisades Center, West Nyack, NY
Garden State Plaza, Paramus, NJ
Holyoke Mall, Springfield, MA
Carousel Center, Syracuse, NY
Galleria at Crystal Run, Middletown, NY
Utica Sangertown Square Mall, New Hartford, NY
Crossgates Mall, Albany, NY
34th Street at Herald Square, New York, NY

H&M will open its tenth store on November 3rd at the Poughkeepsie Galleria Mall.

H&M has a team of 70 designers who create all different lines of clothing, accessories, skincare and cosmetics. The company sells its own designs exclusively in H&M stores. 400 million garments a year are sold and new goods arrive daily.

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