



MATTHEW WILLIAMSON BRINGS SUN TO H&M THIS SUMMER

H&M is proud to announce that the next guest designer will be Matthew Williamson, the British designer whose colour-drenched collections always carry the promise of the sun. Starting with an exclusive women's fashion range at selected stores April 23, then continuing with the perfect men's and women's pieces for Summer available from mid-May in all H&M stores world wide. In an exclusive for H&M, Williamson will debut his first ever menswear pieces.

"It is an incredible opportunity to be working with H&M, creating a 'Matthew Williamson for H&M' capsule collection. I love the fact that H&M have created a new phenomenon in fashion through the pioneering concept of collaborating with high-end designers to create one-off limited edition capsule collections. I am thrilled that my creations for H&M will be accessible to and hopefully enjoyed by so many people around the world," says Matthew Williamson.

"Matthew has such a good eye and a way for working with prints that he mixes up in a new way. When he combines these things, you get a very contemporary London look. It's for people who want to look special, but his clothes can also be worn in a nonchalant way- you can really play around with them. He is fantastic with piling on colour – it's a very stylish collaboration for H&M, and very much in line with the way we're thinking about fashion for spring/summer," says Margareta van den Bosch, Creative advisor at H&M.

Matthew Williamson burst onto the London fashion scene in 1997, with a colour-drenched collection modelled by Kate Moss, Helena Christensen and Jade Jagger. Since then, Williamson has brought the party lifestyle of the global traveller to the catwalk, an Ibiza spirit of colour and freedom that he now shows at New York Fashion Week. His clothes are worn regularly by celebrities such as Sienna Miller, Keira Knightley, Kate Hudson and Gwyneth Paltrow, and last year he was honoured with an exhibition at the Design Museum in London – "Matthew Williamson – 10 Years in Fashion".

H & M Hennes & Mauritz AB (H&M) was established in Sweden in 1947. The company's business concept is to offer fashion and quality at the best price. H&M is quoted on the OMX Nordic Exchange Stockholm. Today there are around 1,700 H&M stores on 33 markets. H&M has 68,000 employees and achieved sales including VAT in 2007 of SEK 92,123 million. H&M has a wide product range that is divided into a number of different concepts for women, men, teenagers, children and cosmetics. The company's clothing collections are created by its own designers, pattern makers and buyers. For further information visit www.hm.com.

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