



MARNI TO DESIGN A SPRING COLLECTION FULL OF SIGNATURE PRINT AND PATTERN FOR H&M

H&M is proud to announce a spring designer collaboration with the Italian brand Marni. Famed for its original prints and inventive spirit, Marni is one of fashion's most-loved labels, and its Founder and Creative Director Consuelo Castiglioni has created for H&M a spring collection for both women and men which capture the essence of Marni. Available from March 8, 2012 in around 260 stores worldwide and online, the collection features both clothing and accessories all at H&M's prices, meaning everyone will have the chance to enter Marni's world.

"I wanted to create a true Marni wardrobe by revisiting all our favorite pieces in signature fabrics and prints. As always, I love juxtaposing prints and colours, mixing modern tribal with Bauhaus graphic adding sporty utilitarian elements". Consuelo Castiglioni, Founder and Creative Director.

"We all love the collection here at H&M and we believe that our customers will do the same. Marni has such a modern touch with everything they do, mixing prints and accessories in a playful but chic way. It's fantastic to see how Consuelo Castiglioni coordinates her designs, matching new combinations of print and colour, with such incredible craftsmanship behind every piece. The collection will arrive in stores at just the perfect time, as a lovely statement for spring". Margareta van den Bosch, Creative Advisor H&M.

Marni is a label that sticks to its own path, setting its own trends for print, cut and silhouette that are always playful and elegant. Marni has remained a family owned-business as it has grown to become an international luxury brand with stores around the world.

Marni's collection for H&M has all the freedom and experimentation for which the label is renowned, with all-over prints in strong colours all intended to be worn together in layers that both match and clash. For women, the colours are vivid and the prints are bold, be they African inspired or simpler colour blocks. The silhouettes are all Marni staples, with full pleated skirts, dresses, cropped trousers and jacquard knit, and fabrics range from silk to crisp cotton poplin. To finish the complete look the collection also includes jewellery, shoes, bags and scarves.

For men, the colours and fabrics are softened for a relaxed take on menswear staples that is truly Marni. The use of print is subtle, often as a lining or as a contrast detail for shirts, the silhouette a modern and relaxed take on masculine classics. The Marni collection is the latest designer collaboration for H&M, which has previously collaborated with brands such as Karl Lagerfeld, Stella McCartney, Comme des Garçons, Jimmy Choo, Lanvin, and most recently Versace.

Press images and film material: www.hm.com/press

Information about Marni: <http://www.marni.com/>

For more information please contact:

Kristina Stenvinkel
Head of Communications
Telephone: +46 8 796 39 08
E-mail: stenvinkel@hm.com

Camilla Emilsson Falk
Head of Media Relations
Telephone: +46 8 796 39 95
E-mail: camilla.emilsson-falk@hm.com

The information in this press release is that which H & M Hennes & Mauritz AB (publ) is required to disclose under the Securities Exchange and Clearing Operations Act and/or the Financial Instruments Trading Act. It was released for publication at 08:00 (CET) on November 29, 2011.

H & M Hennes & Mauritz AB (H&M) was established in Sweden in 1947 and is synonymous with affordable as well as up-to-date and high quality fashion. H&M has a wide product range that is divided into a number of different concepts for women, men, teenagers and children. The company's clothing collections are created by its own designers, pattern makers and buyers. H&M has more than 87,000 employees and approximately 2,300 stores in 41 markets, including franchise markets. For further information visit www.hm.com