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## H&M announces a collaboration with Maison Martin Margiela for autumn/winter 2012

**H&M is proud to announce the collaboration with Maison Martin Margiela. A cult label adored by fashion insiders, the French house Maison Martin Margiela has long influenced the mainstream with its radical ideas and experiments with clothing. The collaboration will immerse H&M in the playful world of Maison Martin Margiela, giving fashion lovers around the world the chance to wear pieces from this mysterious brand. The collection for both women and men will be available from November 15 in around 230 H&M stores worldwide, as well as online.**

"We are very happy to present Maison Martin Margiela pieces with H&M, offering a new interpretation of our vision. The democracy of our fashion has always been at the centre of our creativity, and the collaboration with H&M allows us to push this instinct further. We will bring together the contrasting universes of the two houses in ways that will surprise all." Maison Martin Margiela

"Maison Martin Margiela is one of the most important and influential fashion houses of the past three decades. I am so excited by this collaboration which will give fashion lovers around the world the chance to wear special pieces by Maison Martin Margiela. This collaboration will be a great and memorable fashion moment", says Margareta van den Bosch, H&M's creative advisor.

Maison Martin Margiela is a fashion house which has always followed its own path, often outside the conventional fashion framework. The Maison believes in the absolute importance of the collaborative nature of its team, rather than the individual, where its ideals are founded in the desire for concept and creativity. Constantly questioning the norms of fashion and presenting its pieces through the technique of deconstruction and transformation, the collections reinvent volumes, modify shapes, change the original use and movement of garments and derail classic notions of fashion.

Maison Martin Margiela is the latest house to collaborate with H&M on an exclusive designer collaboration, following the likes of Versace, Lanvin, Karl Lagerfeld, Stella McCartney, Comme des Garçons and, most recently, Mami. Maison Martin Margiela's collaboration with H&M will be fully in the spirit of the Maison, creating a unique fashion experience when the collection reaches stores worldwide this November.

For more information about Maison Martin Margiela: [www.maisonmartinmargiela.com](http://www.maisonmartinmargiela.com)

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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 94,000 employees and approximately 2,500 stores in 44 markets, including franchise markets. For further information visit [www.hm.com](http://www.hm.com)