

The new fashion brand & Other Stories, within the H&M group, will launch its first collections during spring in seven cities and through an online store on stories.com in ten European countries.

& Other Stories to launch in ten European countries

During spring & Other Stories is launching its first stores in Barcelona, Berlin, Copenhagen, London, Milan, Paris and Stockholm. Moreover an online store launches on stories.com in Belgium, Denmark, Finland, France, Germany, Italy, The Netherlands, Spain, Sweden and United Kingdom.

"All of us at & Other Stories are thrilled to open our first stores in some of the major European cities and we are looking forward to offering our collections to an even broader audience through stories.com", says Samuel Fernström, Head of & Other Stories.

The new fashion brand & Other Stories will be offering women a wide range of shoes, bags, accessories, beauty and ready-to-wear to create their personal style, or story. The lines are diverse, ranging from masculine tailoring to feminine chic and are designed to provide endless styling choices. The aim is to design lasting wardrobe treasures within a wide price range. In the creative ateliers in Paris and Stockholm diversified fashion collections are designed with great attention to detail and quality at an affordable price.

Store addresses:

- Barcelona, Passeig de Gràcia 8-10
- Berlin, Neue Schönhauser Strasse 15
- Copenhagen, Amagertorv 29
- London, 256-258 Regent Street
- Milan, Corso Vittorio Emanuele 1
- Paris, 277 Rue Saint-Honoré
- Stockholm, Biblioteksgatan 11

& Other Stories is sharing fashion and beauty stories on the following channels:

- www.stories.com
- www.facebook.com/andotherstories
- www.twitter.com/andotherstories
- www.youtube.com/andotherstories
- and-other-stories.tumblr.com

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