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Isabel Marant brings her French touch to H&M

H&M is proud to announce its autumn collaboration with Parisian designer Isabel Marant. With her effortless style, Isabel Marant has created a widely influential and successful take on Paris chic. Mixing urban attitude, boho elegance and rock 'n' roll spirit, she delivers a genuine French allure. For H&M, Isabel Marant will create a wardrobe of must-have pieces inspired by her signature style. Available from November 14, 2013, in around 250 stores worldwide and online, the collection features clothing and accessories for women and teenagers. Isabel will also, for the first time, create a collection for men.

"I am flattered by this collaboration: H&M works with the best designers and this invitation is an exciting honour. I aim at creating something real, that women want to wear in their everyday lives, with a certain carelessness, which I think is very Parisian: you dress up, but do not pay too much attention and still look sexy. The collection is infused with this kind of easiness and attitude. Everything can be mixed following one's own instincts: my take on fashion is all about personality" says Isabel Marant.

"We are excited to have Isabel Marant as a guest designer at H&M. The way she mixes different elements in her collections, creating a style that is effortless and urban, makes her very contemporary. She has a fantastic eye for ethnic detail and the rare ability to create something that people really want to wear. We are sure the H&M customers will be enthusiastic about this collection" says Margareta van den Bosch, Creative Advisor at H&M.

Born and raised in Paris, Isabel Marant started customising her own clothes while still at high school. A graduate of the famed Studio Berçot, Marant worked her way up the fashion system starting with a jewellery line, then adding knitwear, finally launching her eponymous collection in 1994. Today she runs an internationally successful fashion powerhouse with a string of boutiques worldwide. Her Parisian chic style, a mix of bohemia and masculine tailoring, grows in popularity season after season.

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Please visit www.hm.com/press for press material

Information about Isabel Marant: www.isabelmarant.com

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 104,000 employees and around 2,800 stores in 49 markets, including franchise markets. For further information visit hm.com