



Our brands

The H&M group offers fashion and design through eight clearly defined brands, each with their own unique identity.

The H&M group includes eight clearly defined brands – H&M, COS, Monki, Weekday, & Other Stories, Cheap Monday, H&M Home and ARKET. Together our brands offer customers a wealth of styles and trends in fashion, beauty, accessories and homewares – as well as experiences that now also include modern, healthy food.

Our brands complement each other well, each having its own unique identity. Every brand has a design and buying department, in which teams of people from differing backgrounds and with wide-ranging experience and skills work together to create collections to suit customers' wishes. The H&M group has a circular approach which is reflected in the increased use of recycled and sustainable materials.

Aiming for a relevant and well-curated offering at all times, the brands work constantly to make their product ranges even better. Digitalisation and new technology are enabling new ways of working and

improvements, right the way from product development and buying to meeting with customers. Advanced analytics and automated processes provide support that is being increasingly used in the business, giving deeper customer insight and contributing to a faster, more flexible and more responsive supply chain. These investments let us strengthen the customer offering, enhance the shopping experience and offer more personalised communication – which in the longer term will benefit customers of all the H&M group's brands.

All our brands share the joy of giving customers the best value for money and inspiring them to make sustainable choices. Read more about each brand's offering on pages 20–29. Pages 30–35 give further information on how we create an easy, inspiring and convenient shopping experience for customers – regardless of where, when and how they shop.





H&M's business idea is to offer fashion and quality at the best price in a sustainable way.

With a broad and varied product range, H&M makes it easy for anyone who is into fashion to express their own personal style. Present in 69 markets around the world, the brand offers everything from the latest trends to lasting classics that can be worn season after season. With collections for women, men, teenagers, children and babies, the H&M product range also includes sportswear, underwear, cosmetics, accessories and shoes.

H&M aims to be always up-to-date, modern and relevant. A strong digital presence together with stores create a proximity to customers around the globe that is unique to H&M. Meeting with customers is a constant source of inspiration, as is dialogue with H&M's engaged followers. On social media, in the H&M app and on hm.com – one of the most visited fashion sites in the world – the brand's broad customer offering is complemented with inspiration, videos and tips: everything from eco-smart clothes care to yoga instructions, hairstyling and travel. Welcome to H&M!

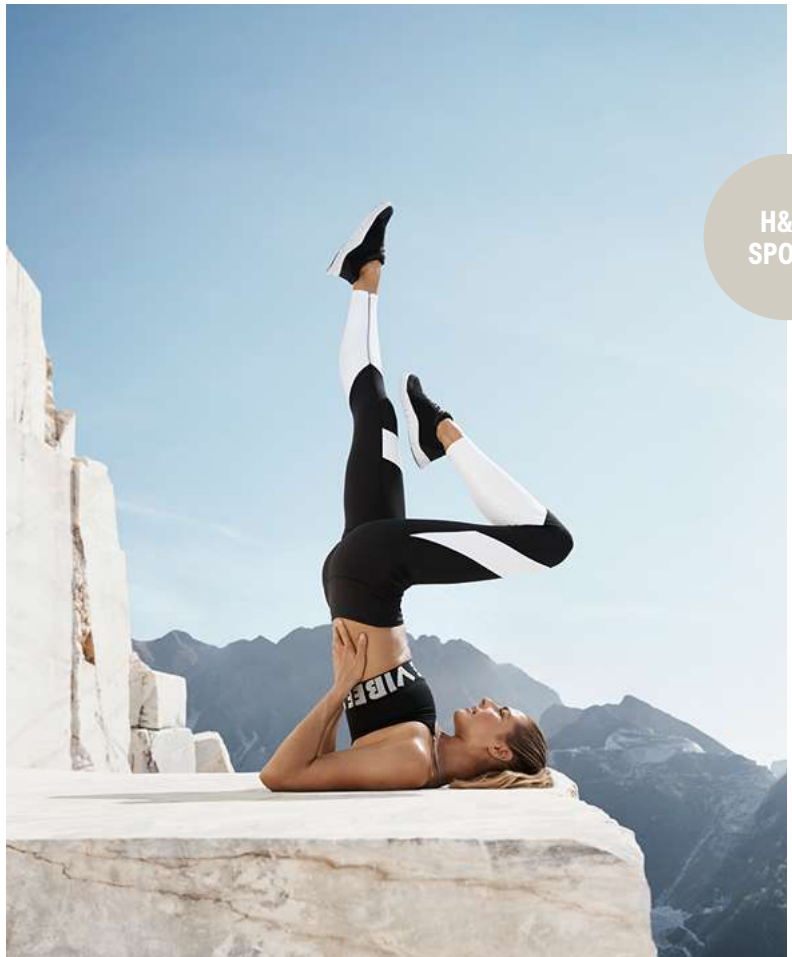
hm.com

“H&M makes it easy to express your own personal style.”





#HMxME



“H&M’s business idea is to offer fashion and quality at the best price in a sustainable way.”



H&M Club

H&M Club, the digital loyalty programme, is attracting more and more members. H&M Club is accessed via mobile and customers collect points on everything they buy, as well as having access to both personalised offers and unique experiences to share and be inspired by. Offers might include anything from exclusive preview shopping and special club prices to joining H&M fashion shows in Paris and Los Angeles, or being styled for a photo shoot with friends. Club members can spend their points on the club offers that are right just for them. Starting in 2018, all H&M Club members also get free online deliveries and free returns. At present the programme reaches 14 markets in Europe and Asia, which together account for a large share of H&M’s sales. Roll-out of the H&M Club to more H&M markets is planned in 2018.

& other Stories

& OTHER STORIES offers a wide range of shoes, bags, accessories, beauty products, stationery and ready-to-wear for women. In design ateliers in Paris, Stockholm and Los Angeles & Other Stories creates collections with great attention to detail and quality – always at a good price.

Successfully launched 2013, & Other Stories is present with 60 stores in 16 markets in Europe, US and Asia along with an online store at stories.com in 15 markets. 2017 saw the release of a new natural beauty collection from France as well as a stationery concept. South Korea, the United Arab Emirates and Qatar were new markets and in Los Angeles, & Other Stories launched its third design atelier.

stories.com



Showroom in & Other Stories' atelier in Los Angeles.



& Other Stories, Covent Garden in London.

#otherstories





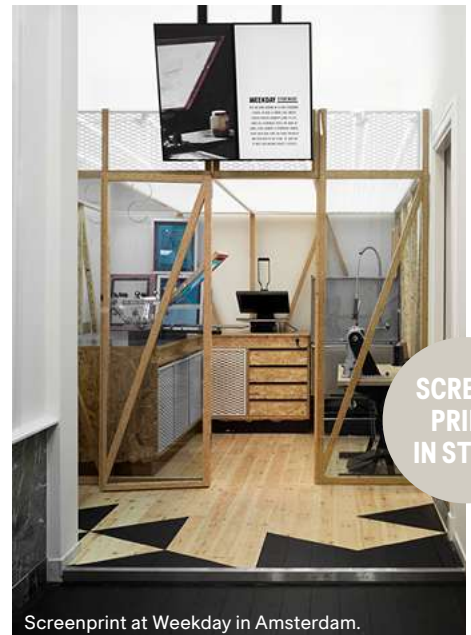
WEEKDAY

WEEKDAY is a Swedish denim and fashion brand influenced by youth culture and street style. Founded in 2002, Weekday currently ships to 18 markets and has 33 stores in nine countries, offering a unique retail experience and a curated mix of women's and men's assortments as well as a small selection of external brands. Weekday has been part of the H&M group since 2008.

weekday.com



Weekday in Hamburg.



SCREEN-
PRINT
IN STORE

Screenprint at Weekday in Amsterdam.

COS

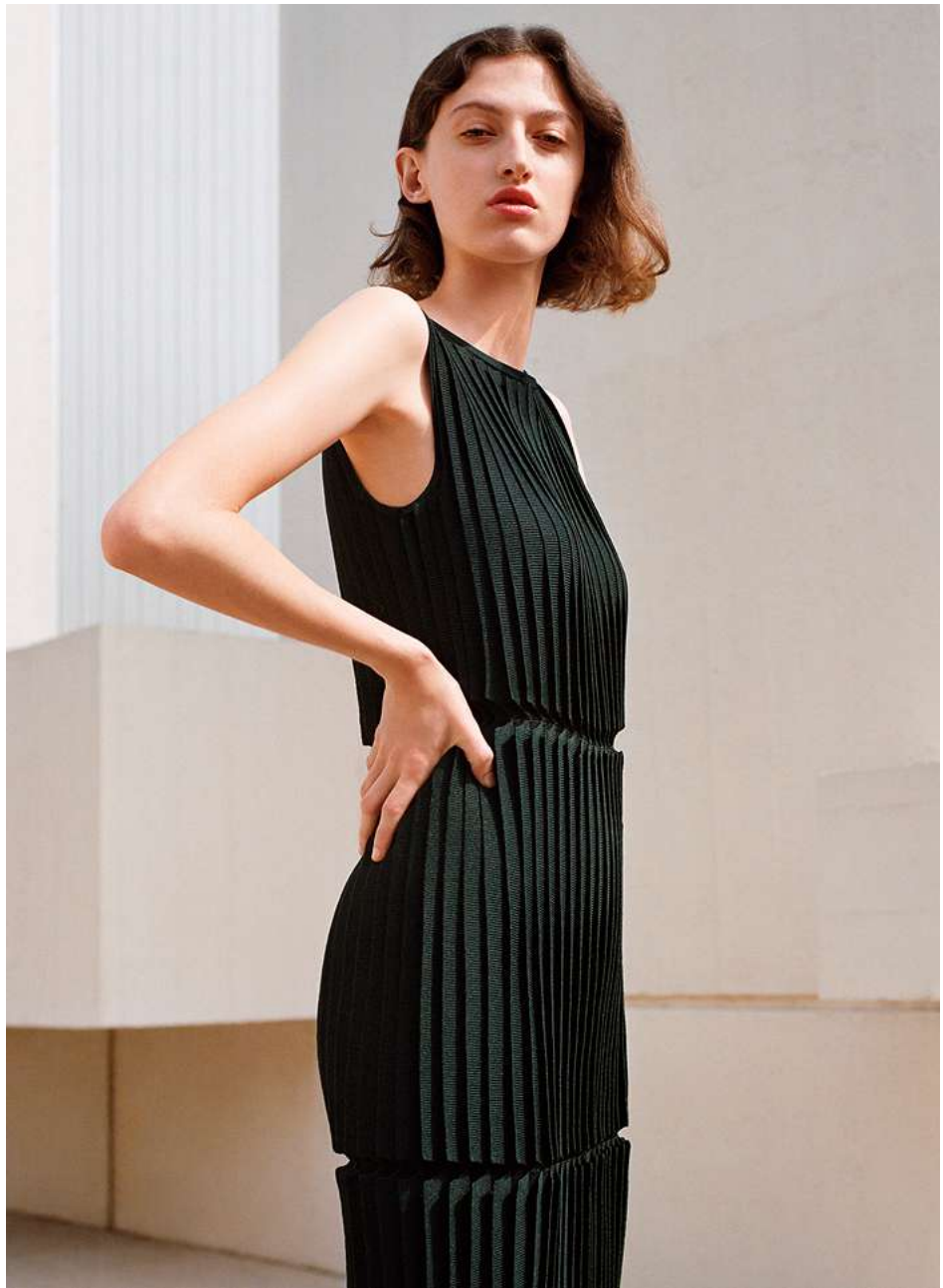
COS is a fashion brand for women and men who want modern, functional, considered design. Offering reinvented classics and wardrobe essentials, COS creates pieces that are made to last beyond the season. Traditional methods and new techniques merge to form timeless, understated collections.

Since launching in 2007, COS has opened stores worldwide in carefully considered locations, applying an architectural design concept that preserves buildings' original features whilst creating a modern, welcoming space.

Committed to supporting the world of art and design through collaboration, COS partners with established and emerging artists, studios and galleries all over the world, creating unique brand projects alongside its seasonal collections. In 2017, COS collaborated with London-based artist duo Studio Swine to create 'New Spring', an interactive, multi-sensory installation presented during Salone del Mobile Design Fair in Milan and Design Miami/.

COS is available at cosstores.com in 20 markets and in 231 stores in 37 markets.

cosstores.com





Above: one of COS' stores in Turkey is on the Bagdat Caddesi shopping street in Istanbul. Left: COS x HAY, in 2017 COS collaborated again with Danish design brand Hay, which designed furniture and everyday essentials for the modern home, handpicked by COS. Below: COS in collaboration with Studio Swine at Salone del Mobile in Milan. Far below: 'Creating with Shapes', a collaboration with Usha Doshi, a Fellow at the Royal College of Art and long-term COS collaborator.



COS
X
HAY





CHEAP MONDAY is a Swedish jeanswear brand founded in Stockholm in 2004 and has been part of the H&M group since 2008. Cheap Monday strives to offer “No Bullshit Jeanswear: sustainable fits at a great price!” 2017 marked a key milestone for the brand as all regular cotton used in its collections was replaced by organic or recycled cotton. That was just the first step for Cheap Monday which is committed to increase the use of sustainable materials in all its garments.

Cheap Monday is primarily sold via selected retailers around the world, through its website cheapmonday.com in 18 markets and its icon store located at 39 Carnaby Street, London.

cheapmonday.com



SUSTAIN-
ABLE
JEANS



#itscheapmonday



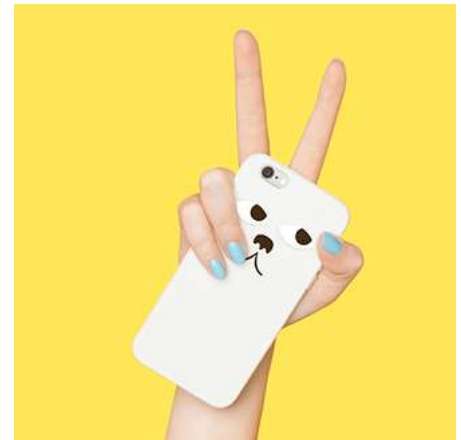
MONKI

MONKI is a storytelling brand that offers great fashion at competitive prices. The brand mixes Scandinavian cool with creative street style and is all about being brave, friendly and fun while empowering young women to stand up for themselves – and others. Besides shopping online in 19 markets, you can experience Monki in 119 stores in 14 markets throughout Europe and Asia.

monki.com



#monkistyle



Above: as part of "The Cup", a collaboration with Lunette, Monki donated 5,000 menstrual cups to The Cup Foundation, a non-profit organisation with a mission to educate and empower girls in Kenya.

Left: in one of its campaigns Monki encouraged people to go eco the "lazy way" by demonstrating how doing less actually can help the environment, such as not washing your clothes too often.

Right: five necklaces with "Words to live by" lifted five important issues for young women around the world. 20 percent of the proceeds went to development and humanitarian organisation Plan International and their work to support young women to be leaders of change.





H&M HOME is a design driven interior brand offering fashionable decorations and interior for living rooms, kitchens, bedrooms, bathrooms and children's rooms. H&M Home aims to always offer contemporary collections in a variety of different styles. With design and quality at the best price, customers can easily create a modern and personal home.

H&M Home is sold via shop-in-shops in selected H&M stores in 46 markets as well as online in 37 markets. In 2018, H&M Home will also open standalone concept stores.

hm.com



H&M HOME
LAB STORE



H&M Home Lab store in Stockholm, Sweden.





ARKET

ARKET is a modern-day market that offers essential products for men, women, children and the home. Most ARKET stores also include a café based on the New Nordic Food Manifesto. ARKET creates widely accessible, well-made, durable products, designed to be used and loved for a long time.

Based in Stockholm, ARKET opened its first store on Regent Street, London in August 2017 as well as online in 18 European markets.

For all ARKET collections, the archive is the starting point – a solid foundation of the pieces you want to find again and again, offering room for play from season to season through varying materials, colours and proportions. Clothes are refined and versatile, to be combined in many ways to suit different needs and occasions allowing customers to create their ideal everyday uniform.

arket.com



ARKET in Copenhagen.

