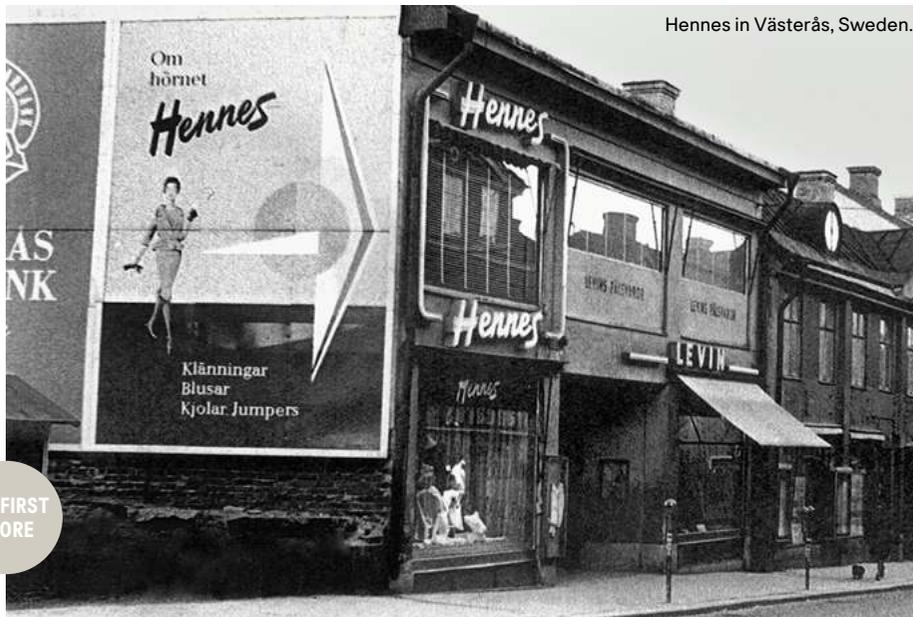


The H&M group – the first 70 years

In 1947 Erling Persson opened the store Hennes in Västerås, Sweden. Today the H&M group has several clearly defined brands that together make fashion and design accessible to people all over the world.



Hennes in Västerås, Sweden.

1947

H&M's story begins when founder Erling Persson opens the first store in Västerås, Sweden, selling women's clothing. The store is called Hennes.

1964

The first store outside Sweden opens in Norway.

1968

The name is changed to Hennes & Mauritz when Erling Persson buys the hunting and fishing store Mauritz Widforss in Stockholm, including a stock of men's clothing. This is the start of sales of men's and children's clothing.

1974

H&M is listed on the Stockholm Stock Exchange.

1976

The first store outside Scandinavia opens in London.



H&M, Oxford Circus in London.

1980–1999

Global expansion takes off with new markets such as Germany, the Netherlands, Belgium, Austria, Luxembourg, Finland and France.

2000

The first H&M stores in the US and Spain open in the year 2000. In subsequent years H&M opens in more European markets.

2004

H&M's designer collaborations start with Karl Lagerfeld, to be followed by collaborations with some of the world's biggest designers and fashion icons.



The first designer collaboration, with Karl Lagerfeld in 2004.

2006

Major expansion of online shopping at hm.com begins in Europe. The first franchise stores open, in the Middle East.

2007–2009

The H&M Foundation is established as a non-profit global foundation. The first H&M stores in East Asia open in Hong Kong, Shanghai and Tokyo. New brands are added: COS is launched in 2007, while in 2008 H&M

COS WAS LAUNCHED IN 2007



COS.

acquires fashion company FaBric Scandinavien AB and with it the brands Cheap Monday, Monki and Weekday. H&M Home is launched in 2009.

2010

The first H&M Conscious Collection is launched, made with sustainable materials such as organic cotton and recycled polyester. Store number 2,000 opens in Osaka, Japan.



H&M Conscious Collection 2010.

2011

The H&M Incentive Program (HIP) for all employees is started with a gift of around SEK 1 billion, invested in H&M shares, from Stefan Persson and family. HIP works the same way for everyone in the H&M group – regardless of salary, role, country and whether full- or part-time.

2013

Launch of fashion brand & Other Stories. H&M opens its online store in the US.

The H&M group's 3,000th store opens in Chengdu, China while the first H&M stores in the southern hemisphere open in Chile and Indonesia. H&M starts the Garment Collecting initiative, with the aim of closing the loop for textiles – becoming the first fashion company to collect old textiles in stores globally for reuse and recycling.



2014

Launch of the first denim garments made using recycled fibres from H&M's Garment

Collecting. Australia and the Philippines become new H&M markets, while the online store opens in four new countries including China. The new H&M Sport is launched and H&M's shoe concept is extended and updated.

2015–2016

The H&M Foundation announces the Global Change Award, supporting and encouraging innovation for a more circular fashion industry. Launch of the new H&M Beauty concept. Eight new H&M markets are added, including India, South Africa and New Zealand, and the H&M online store opens in a further 21 markets.



Recycled denim.

NEW CLIMATE GOAL

2017

New brand ARKET is launched. H&M celebrates its 70th birthday and opens eight new online markets as well as its first stores in Kazakhstan, Colombia, Iceland, Vietnam and Georgia. The H&M group sets new sustainability goals: to use only recycled and sustainably produced materials by 2030 and to be climate-positive throughout the value chain by 2040. □



ARKET in Munich.