

ARKET

ARKET to open in 2017

STOCKHOLM, SWEDEN, 30 MARCH 2017 — As announced in the H&M group three-month report earlier this morning, the H&M group will launch a new brand, ARKET, this year. ARKET, the new brand, will be a modern-day market, offering essential products for men, women, children and the home. The first store will open early autumn 2017 on Regent Street in London and online on arket.com in 18 European countries.

ARKET is in production. Designers, buyers, pattern makers, architects, writers, chefs and others are working at ARKET's head office and studio in Södermalm, Stockholm, together with colleagues, brands and producers around the world, to build a modern-day market that will offer essential products for men, women, children and the home. The first store will open early autumn 2017 on Regent Street in London and online in 18 European countries, followed by stores in Brussels, Copenhagen and Munich.

ARKET means 'sheet of paper' in Swedish. 'It both relates to our origin in the Nordic tradition of functional, long-lasting design and symbolises the blank sheet, the sense of optimism and possibility we felt creating this new brand,' says Ulrika Bernhardt, Creative Director.

The range includes men's, women's and children's ready-to-wear and accessories collections and a homeware department – all composed of ARKET's own products alongside a selection of the best examples from other brands. Stores will also include a café where location permits. The café will be based on the New Nordic Kitchen and its vision of quality ingredients and healthy living. ARKET has worked closely with producers to select and develop materials and techniques that enable the brand to offer customers high quality and long-lasting products at an affordable price.

'A fantastic team with diverse backgrounds and areas of expertise have come together to build ARKET. We're very excited to soon reveal the brand and share our collections with customers,' says Lars Axelsson, Managing Director.

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