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H&M First Major Fashion Retailer to Bring Product Transparency to Scale

H&M launches transparency layer for all our garments on hm.com starting April 23, sharing details enabling fashion lovers to make more informed choices. Let's team up for a sustainable fashion future!

At H&M we are dedicated to transform the fashion industry and make it more sustainable – and more transparent. In 2013 we were the first global fashion retailer to publish our supplier list online and starting 2017 we tried out the transparency layer at a smaller scale on our Conscious Exclusive collections. We are now taking this work one – big! – leap further by launching product transparency for all garments on hm.com. In addition, the majority of H&M HOME interior products sold on our website will have this as well.

For each of our garments, we now share details such as production country, supplier names, factory names and addresses as well as the number of workers in the factories. In addition, customers can find out more about the materials used to make a specific garment. By sharing extended details on where our garments are made we make it easier for customers to make more informed choices when shopping.

“We are so proud to be the first global fashion retailer of our size and scale to launch this level of product transparency. We want to show the world that this is possible. By being open and transparent about where our products are made we hope to set the bar for our industry and encourage customers to make more sustainable choices. With transparency comes responsibility, making transparency such an important factor to help create a more sustainable fashion industry”, says Isak Roth, Head of Sustainability at H&M.

The transparency layer will be available in H&M's 47 online markets starting April 23. Customers can also access this information when shopping in our physical stores by using the H&M app to scan the price tag on a product to see its details. We hope our fans will like this new feature and we will continue looking into how we can continue to bring relevant information to our customers.

For additional information, please contact:

H&M Media Relations
+46 (0)8 796 53 00
mediarelations@hm.com

H & M Hennes & Mauritz AB (publ) was founded in Sweden in 1947 and is quoted on Nasdaq Stockholm. H&M's business idea is to offer fashion and quality at the best price in a sustainable way. In addition to H&M, the group includes the brands COS, Monki, Weekday, Cheap Monday, & Other Stories, H&M HOME and ARKET as well as Afound. The H&M group has 47 online markets and more than 4,900 stores in 72 markets including franchise markets. In 2018, net sales were SEK 210 billion. The number of employees amounts to more than 177,000. For further information, visit about.hm.com.