



PRESS RELEASE

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H&M TO TRANSFORM FLAGSHIP STORE EXPERIENCE WITH LAUNCH OF H&M HOME AND GROUNDBREAKING STORE DESIGN

H&M's flagship store is set to welcome the launch of H&M Home and unveil an all-new, elevated retail experience – featuring a first-of-its-kind store façade in Southeast Asia made with the breakthrough i-Mesh textile.

H&M will fully reopen the doors to its flagship store at Orchard Building on **Thursday, 24 August 2023**, after a five-month long revamp to transform and upgrade the shopping experience for customers. Customers can look forward to innovations in store design and a digitalised retail experience, the official launch of the well-loved H&M Home brand, as well as attractive gifts and promotions between 24 August to 27 August.

Launching H&M Home to provide a diversified shopping experience



H&M Home has enjoyed great popularity when launched for limited periods as part of the annual H&M Holiday Pop-up each year. As part of H&M's continuous efforts to optimise our store portfolio to better serve customers' needs, we are excited to welcome the official launch of the H&M Home brand in the revamped flagship store.





Customers will be inspired to revitalise their home décor with a bigger than ever assortment of H&M Home's living, bath, bedroom and kids accessories in a wide range of styles. Collections will feature elements ranging from quirky geometric shapes and prints to modern rustic shades of wood, as well as eclectic coloured glass and elegant metals and marble. H&M Home will be housed within a dedicated area on the first floor of the store with a separate entrance, and will also be accessible through the Ladies' section.

Creating a dynamic retail journey with evolving layouts and Augmented Reality (AR)

Aside from a more diversified retail experience, the refreshed flagship store aims to offer customers an H&M discovery journey that evolves beyond a traditional shopping experience.

With the goal to provide a memorable store experience where customers can escape from the hectic nature of daily life, the store will create an inviting, warm, creative, and modern atmosphere through a contrast between soft, muted colours in the background and sharper floor fixtures which bring fashion inspiration to the forefront.

All wall and floor interiors are designed to be flexible to offer customers a new and curated experience each time they step into the store. Digital screens will be installed across the store in various sizes and formats, creating a stylish, fun, and progressive mood, and kids and parents will be able to play and learn as they interact with the QR codes on posters in store and on our garment collecting box, which will lead them to a vibrant AR world where they can learn about our garment collecting programme, and play games to become a recycling hero. Open lounge areas will also be set up in the Ladies' and Divided sections, serving as rest and social areas where customers can connect, engage, and participate in fashion, lifestyle or sustainability-related activities.

This dynamic layout will be one that is ever evolving, refreshing itself with each specific concept or product group to offer customers fresh inspiration every single time.



Making a sustainable fashion statement with Southeast Asia's first i-Mesh façade

Aside from the interior, the revamped flagship store will also bring sustainability to the forefront, first through **the Veil**, a new tensile fabric façade made entirely from i-Mesh textile, the first-of-its-kind in Southeast Asia.

Conceptualised and designed by RSP Architects, The Veil incorporates sustainability into H&M's fashion story and ethos with i-Mesh, which is a sustainable and customisable textile that is made of high-performance fibers. Unlike conventional fabrics, which generate substantial amounts of waste during the process of converting fabric into a panel, i-Mesh creates zero waste as it is produced exactly in the shape and pattern desired. As it is made of only fiber and resin, the latter which has a thermoplastic origin, i-Mesh textiles can be easily separated and reused at the end of their life.

This new design also goes beyond being a simple façade, to acting as a dynamic interface that constantly changes, through which H&M will curate and present our unique brand experience to the world. While the Veil looks like a deceptively simply white canvas when viewed at a distance during the day, it takes on a more translucent look when viewed up close, and reveals the H&M experience hidden behind. At night, the Veil becomes a dynamic membrane where vibrant colours and customisable lighting effects come together to create a different look and experience each time. It is an evolving fashion statement that not only embodies H&M's sustainability goals, but also expresses our relationship with textiles.

"Our customers are at the heart of what we do at H&M, and we are excited to launch an elevated flagship store experience that will allow them to discover and engage with us in bigger and better ways. This rebuild, with the launch of H&M Home, encompasses two values that remain core to our business – constant elevation while ensuring that we continue to take strides towards a more sustainable future for fashion. This is just the beginning for us – with Singapore as a key market, I look forward to the many more opportunities we will have to connect with our customers here," says Oldouz Mirzaie, Managing Director, Region South Asia, H&M.

As the revamped flagship store prepares to officially reopen its doors at 10am on 24 August, customers can continue to shop in the areas that are not undergoing



upgrading. H&M Members will be treated to an exclusive pre-sale event from 9 – 10am. The first 200 customers in queue will get an exclusive door gift, and members can continue to enjoy special promotions throughout the weekend (until 27 August).

About H&M

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, &Other Stories, H&M HOME, ARKET and Afound as well as Sellpy. For further information, visit hmgroupp.com.

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