



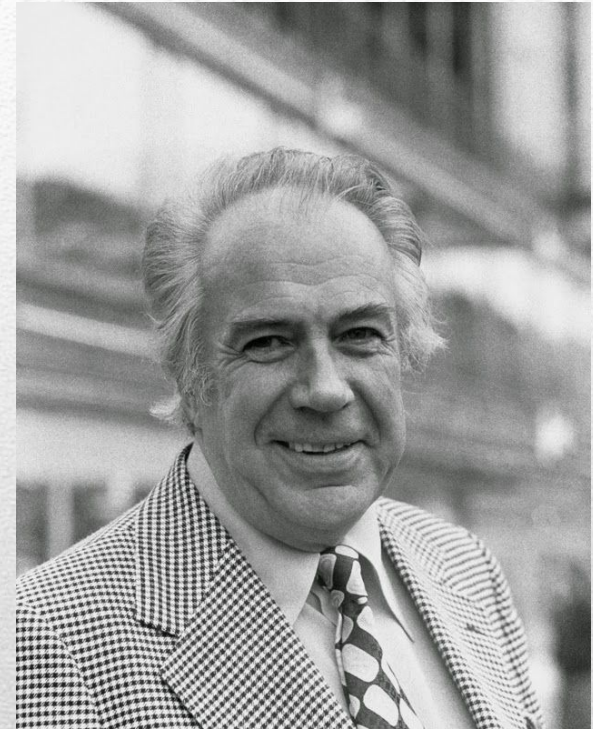
**H&M**

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- H&M (Hennes & Mauritz) is a Swedish company that sells men's, women's and children's clothing, shoes and accessories under the same brand, as well as under some other brands.

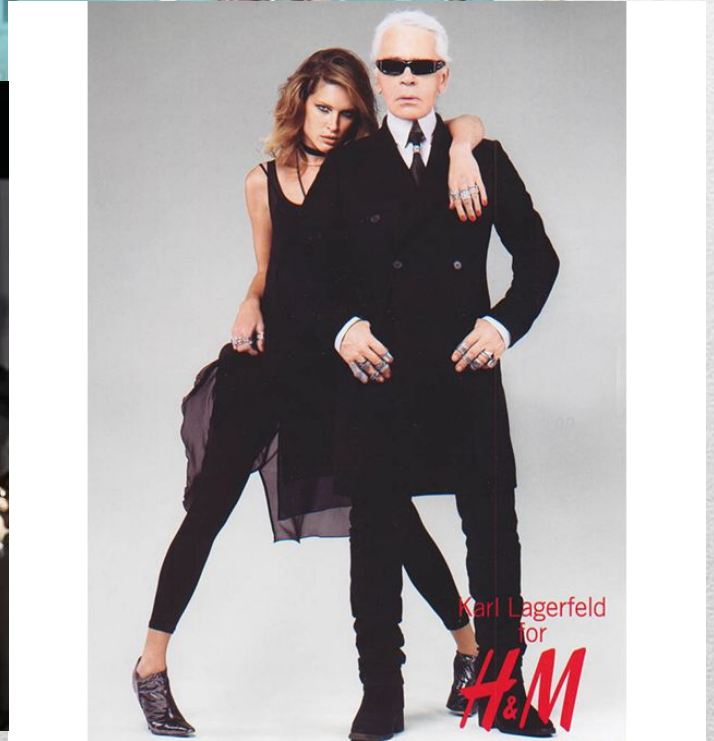


- The founder of H&M is Erling Persson, who was born in a poor Swedish family. Until the early 40s of the 20th century, he worked in Stockholm as a cheese peddler in restaurants. In the early 40s he went on a trip to the United States, during which he became interested in doing business. He was impressed by the large number of small shops selling clothes at low prices.



- After returning home, Erling Persson realized that the mass market segment in the format of small retail stores is exactly what was missing in Sweden and what you can make good money of. In Westeros, he opened a small factory for the production of clothing. To reduce the price products were sold directly from the warehouse. In a short period of time E. Persson's products became popular and in 1947 he was able to open a shop called Hennes («for her»).
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- 1968 was marked by the acquisition of Mauritz Widforss; after that, the Person decided to rename his company in Hennes & Mauritz (H&M). The store began to sell men's clothing too.
  - Since the early 2000s the company is actively developing around the world. One of the most significant events in the development of the company is the opening of a store in New York.
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- Adapting with the market trends, in the mid-2000s H&M began to cooperate with famous designers. Its collections were sewed by Karl Lagerfeld and Stella McCartney, and for advertising were attracted Madonna, Kylie Minogue, David Beckham and many other world celebrities.



- The company manufactures and sells clothing. In addition to clothing, H&M offers customers a variety of interior products (pillows, textiles, etc.).
  - The company operates in 71 countries through more than 4,000 stores (data for 2016). The company has approximately 104,000 employees and sales in 2009 amounted to 118,700 million swedish crones. In the 4th quarter of 2017, H&M sales fell by 4% and the brand shares fell by 13%.
  - The brand includes such trademarks as H&M, H&M Home, Cheap Monday, COS, Monki, Weekday.
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- A successful expansion of the Chinese market, the potential of which is highly appreciated by experts, can significantly increase the popularity of the brand and raise its value. In 2017, the Chinese clothing market is estimated at \$ 200 billion. The US and has good growth prospects. Success in China will allow H&M to significantly increase sales and raise the value of the company's shares.
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