

# Hennes & Mauritz (H&M) Ltd in Apparel and Footwear (United Kingdom)

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## Abstracts

Hennes & Mauritz launching the premium label & Other Stories in the UK during 2013, to much critical acclaim, demonstrates a shift in how the company wants to be perceived, considering the mid-range price of its core H&M brand. With the & Other Stories clothing line exclusive to women, it suggests the company wants to create a diverse portfolio of labels to appeal to various niche consumer groups in the UK market.

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