

H&M Hennes & Mauritz AB in Apparel and Footwear (USA)

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Abstracts

H&M will continue to follow fashion trends in its efforts to drive sales, and starting in 2014 it turned to sportswear. The new product line launched on 1 January, and was promoted by the Swedish National Team at the 2014 Sochi Olympic Games. The clothing was designed with consultation from the Swedish national team in order to ensure that it has the necessary functionality to live up to athletes' expectations. Sportswear is becoming increasingly fashionable, and H&M's expertise at following.

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