

Profile Of H&M: A Leader In Eco Chic

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Abstracts

H&M (Hennes & Mauritz) has evolved since its origins in 1947 into a vast and expanding fashion retailing empire with more than 2,800 stores in 48 countries and a staff of over 104,000 employees worldwide. H&M's success is based on its ability to create good quality fashionable apparel and accessories collections, and to sell them to style conscious men and women at affordable prices. H&M has set itself apart from competitors by being one of the most environmentally responsible players in the global apparel industry and collaborating with high profile fashion designers and celebrities to create collections with "must have" status. Such collaborations have given the company publicity and fashion credibility. They have also provided a strong impetus to sales which has helped to finance the company's ambitious growth plans and expansion of its geographical presence. Today the company ranks second - behind the Spain based company Inditex, the owner of the Zara brand - in a global apparel market which is estimated to be worth over US\$1 trillion in terms of retail sales. The report highlights the company's development, corporate structure and strategy organisation, products, brand promotion and financial performance. It also looks at product sourcing, distribution channels, corporate social responsibility (CSR) activities and markets, and provides an outlook for the future. This report serves as an indispensable case study for those who want a comprehensive analysis of an apparel leader.

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