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14 November 2011

Fashion Retailer H&M Arrives

by PR or News Wire

14 November 2011—



H&M, Hennes & Mauritz, a popular international retailer known for offering fashion-forward apparel and quality basics, announced the opening of its first store in the Utah Market at Fashion Place Mall, the premier shopping, dining, and entertainment destination in Salt Lake City. It opened Friday, November 11th. H&M at Fashion Place will give shoppers in the Salt Lake City area access to the latest trends at the best prices.

"H&M has greatly anticipated its expansion into Utah. We have always been devoted to expanding our stores in the best new locations throughout the United States," said Daniel Kulle, U.S. president for H&M. "Fashion Place Mall is a perfect location to introduce H&M to the Utah Market and we are thrilled to welcome this location to the H&M family!"

H&M at Fashion Place will make fashion-forward, internationally influenced trend pieces and updated basics accessible to all in the greater Salt Lake City area. This location will offer collections for ladies, men, young ladies and young men, with separate "store within store" sections for lingerie, maternity, sport and accessories. This location will also carry H&M's fantastic children's collection which features quality clothing starting at newborn up to kids age 14.


Allowing Fashion Place shoppers to shop in style, H&M offers the latest fall trends and color palettes, including camel, burgundy, cognac, pumpkin and muted jewel tones. H&M at Fashion Place will offer the best of sustainable fall fashion at great prices.


In celebration of opening day, H&M at Fashion Place will offered the first 500 shoppers in line an H&M T-shirt and Access to Fashion Pass, valued from \$10 to \$500, in addition to fantastic opening offers and giveaways! One winner received an All Access Fashion Pass, allowing them early entry to the store before the doors open to the public. Once inside, the winner received a personal style consultation from an H&M stylist who helped them to dress their personality in the latest trends from H&M.

H&M is located at Fashion Place 6191 South State Street, Murray, Utah, 84107, and can be reached by phone at  (801) 262-2326 . Store hours are Monday through Saturday 10:00 a.m. to 9:00 p.m., and Sunday 12:00 a.m. to 6:00 p.m. (11.14.11)

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