

FASHION AGAINST AIDS !

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H&M UNVEILS STAR-STUDED CAMPAIGN AROUND NEW FASHION AGAINST AIDS COLLECTION

Hollywood Stars Join H&M in Supporting Designers Against AIDS with Unisex Fashion Against AIDS Collection Available at H&M this Spring.

Some of the world's leading musical and on-screen talent are teaming up with H&M to support the Fashion Against AIDS (FAA) collection, which aims to extend the message of safe sex and HIV / AIDS prevention to young people around the globe in partnership with Designers Against AIDS (DAA).

Talent including Selma Blair, Penn Badgley, Keri Hilson, Sky Ferreira, Akon, Nikki Reed, Ginnifer Goodwin, Scissor Sisters, Shiloh Fernandez and The Misshapes are joining to support this year's FAA collection, which will hit stores in the U.S. on April 26.

The 2011 FAA collection, available in H&M's Divided department, will feature unisex looks for men and women. H&M will donate 25% of proceeds from the sale of the collection to support international youth HIV / AIDS prevention and awareness programs through the Designers Against AIDS (DAA) partnership. A now annually-anticipated collection, the FAA initiative has raised more than SEK 41 million (\$5.9 million USD) since its inception in 2007.

"Artists are an essential part of our campaigns, as they are role models for so many young people," says Ninette Murk, founder and creative director, DAA. "Celebrities help to spread the message by speaking out about HIV/AIDS prevention. We're asking them to help spread the safe sex message on social media: Twitter, Facebook, their own websites and at their concerts too."

"I think it is fitting that this collection is androgynous in style, as the disease affects both men and women equally," says Hollywood actress Selma Blair. "It is a universal problem and we are all in this together. HIV / AIDS is a disease that can be avoided and it is especially tragic when our ignorance is what keeps us from safety."

"I've had a lot of friends who've been in the situation where their friends and family have been affected by HIV," says top recording artist Akon. "As I travel the world, I see how much HIV affects people. It's not like we have a cure for HIV, we only have prevention. Make sure you are protected so that you don't ever have to worry about it, ever."

The celebrities who have joined together to show their support for H&M's Fashion Against AIDS campaign have added inspiring star quality to this year's unisex collection. Selma Blair wears the stylish spring coat over a slogan T-shirt, while Penn Badgley combines his tee with a must-have hoodie. Shiloh Fernandez wears a khaki nylon parka over T-shirt and jeans; Ana Matronic of Scissor Sisters wears her peach version of the trench as a dress, while Keri Hilson looks fabulous in a cool slogan jumpsuit.

Please visit www.hmfaacollection.com for press material

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The H&M logo is rendered in a bold, black, stylized font. The letters 'H' and 'M' are large and blocky, with a thick, hand-drawn appearance. A smaller ampersand (&) is positioned between the 'H' and 'M'. The overall look is modern and iconic.