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Did you know that H&M had a different name for the store and they sell fashion clothing or accessories?



1947

Photo Credit: leatherandporridge.blogspot.com

Hennes was the original name of the store in 1947. In 1968, the founder of H&M bought Maurtiz Wildforss, which was a fishing equipment store. It was a women-clothing store and then they started to sell men and children clothing and then they started to sell men and children clothing. They change the name of the store to Hennes and Maurtiz in 1968 which is known as H&M. H&M is a well know Swedish fashion retailer that offers men, women and children clothing and other accessories.

There is a headquarters currently located in Stockholm, Sweden. The company was established in Vasteras, which is a city in central Sweden. Erling Persson who is the founder of the H&M Company designed the H&M logo in 1947. The color of the H&M logo is red, which symbolizes such qualities as passion, love, acceptance, courage, energy and joy. The H&M typeface includes a custom-made italic. The letters of the H&M logo has thicker and thinner lines. The H&M logo has often been criticized for being too generic and even less efficient in explaining what H&M really stands for. The H&M logo is one of the most popular and most recognizable fashion logos in the world.



1968

Photo Credit: leatherandporridge.blogspot.com

The H&M's growth target was to increase the number of stores by a specific amount of percent per year. At the same time they also wanted to increase sales in different prices. H&M products are currently selling products in so many countries around the world in different stores like Turkey, South Korea, Italy and other countries. H&M shopping doesn't begin in store only but started their online H&M shopping in 1998.

The Chief Executive Officer (CEO) of H&M is Karl-Johan Persson, the grandson of the founder of H&M, Erling Persson.

Erling Persson wanted to look for customers in front of him and feel good about his business. Erling Persson's grandson, Karl-Johan Persson stated, "In order to remain a successful business, we need to grow- and at the same time respect the planetary boundaries. The Fashion Industry is too dependent on natural resources and we must change how fashion is made." They wanted to make a difference in their business. They wanted to make the business even better.

The H&M company business idea is to offer fashion clothing and other accessories at a best price. H&M main goal was that they wanted fashion to be at a maintained level and

something more fashionable. I like the colors of the H&M logo but I think they could have made it even better. If I was to make the H&M logo a little better I wouldn't have used only one color but I would have a color that would be the best-approved colors for the logo. Today in this society people are shopping there because of the fashion clothing they offer. H&M is one of my favorite clothing stores because they offer good fashion like any other stores.



2000-Present

<http://www.hm.com/us/>

Sources:

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