



By Omar Chowdhury

Did you know that H&M stands for Hennes and Mauritz?



1947

Hennes was the original name of the store in 1947. In 1968, the founder of H&M bought Mauritz 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 Mauritz 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. 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

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change how fashion is made." They wanted to make a difference in their business. They wanted to make the business even better. When it comes to recycling H&M clothing, nothing gets wasted. They basically use smart methods to reuse and recycle so they can reduce waste and get rid of it altogether one day.

The company's headquarters is 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 logo uses capital letter forms as well as an ampersand (& symbol) in a much smaller point size. I think the letter forms in this custom typeface look more hand-drawn because of the way it looks. The H&M typeface uses 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. Stefan Persson, son of Erling Persson once said, "Loyalty is not won by being



New York, NY



City of London, England (UK)



Moscow, Russia

first. It is won by being best.” I think the main point of this quote is that if people want business to be a success, people must work hard together. Max DePree once said, “We cannot become what we want to be by remaining what we are.” This quote states that if we want to become what we want, we have to make some changes especially in the business field. The main idea is to promote a business. Nonetheless, the H&M logo has become one of the most popular logos in the world. The H&M logo is recognizable worldwide because of the logo design and the product that the H&M store sells. The logo is the same worldwide on its store especially online and in person.



1968

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countries around the world in different stores like Turkey, South Korea, Italy and other countries. H&M shopping doesn't happen 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.

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



2000-Present

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

something more fashionable. I like the colors of the H&M logo but I think they could have made it even better. If I were to make the H&M logo a little better, I would have used two colors which can be the best approved colors, colors that would look great for the logo and something that people would like. 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. The reason why I like the store because of the things they sell in the store, the logo itself and the way the store is set up itself. H&M logo is always appeared as red on the website and on the shopping bags.

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