



H&M
Brand Audit

Contents

The Company 3

About H&M

Locations

Competition

The Industry

Internal Branding 13

Our Values

Our Vision

A Caring Employer

Corporate News

External Branding 22

Brand Styling Guide

Advertising and Marketing

Demographics

Social Media

Website

Content

Customer

H&M News Room

Suggestions 41

Sources 42

H&M



The Company

About H&M

H&M Group, a prominent Swedish multinational clothing company, is renowned for its fast-fashion products catering to men, women, and children. Expanding beyond clothing, it ventured into home furnishings in 2008, both online and through H&M Home stores globally. The diverse customer offer includes clothing, accessories, footwear, cosmetics, home textiles, and homeware through brands like H&M, COS, Weekday, Monki, and others. The group engages in various business ventures and investments, such as Singular Society and H&M Group Ventures, aiming to build scalable businesses and explore new revenue streams. With a commitment to sustainability, H&M invests in recycled materials and sustainable practices. Founded by Erling Persson and currently led by CEO Helena Helmersson, H&M remains a significant player in the fashion industry.



Locations

As of June 23, 2022, H&M Group had a presence in 75 global markets, boasting 4,801 stores across its various brands and providing employment for 107,375 full-time equivalent positions. In Canada, as of December 7, 2023, there were 88 H&M stores. Notably, Ontario led with the highest number of H&M locations, housing 37 stores, accounting for approximately 42% of all H&M stores in the country.

88
Locations

10
Provinces and Territories

61
Cities



Top 10 Provinces and Territories with the most H&M stores

Ontario

37 (42%)

A store for every 390,459 people, in Ontario with about 42% of the total number of H&M stores

Quebec

18 (20%)

A store for every 468,500 people, in Quebec with about 20% of the total number of H&M stores

Alberta

12 (14%)

A store for every 362,167 people, in Alberta with about 14% of the total number of H&M stores

Province / Territory	Number of stores	Population	Population per store
Ontario	37 (42%)	14.45M	390.46K
Quebec	18 (20%)	8.43M	468.50K
Alberta	12 (14%)	4.35M	362.17K
British Columbia	11 (12%)	5.02M	456.36K
Manitoba	3 (3%)	1.36M	453.33K
Nova Scotia	2 (2%)	965.00K	482.50K
Saskatchewan	2 (2%)	1.17M	584.00K
Newfoundland and Labrador	1 (1%)	524.00K	524.00K
Prince Edward Island	1 (1%)	155.00K	155.00K
New Brunswick	1 (1%)	772.00K	772.00K

Competition



ZARA is a prominent Spanish multinational retail clothing chain known for its emphasis on fast fashion. Operating within the larger Inditex group, ZARA offers a wide range of products, including clothing, accessories, shoes, beauty items, and perfumes. The company's headquarters are situated in Arteixo, Galicia, Spain. With over 2,000 stores across 96 countries as of 2021, ZARA stands as a major player in the global fashion retail landscape.

"H&M's local-currency sales fell in the fourth quarter as the Swedish fashion retailer loses ground against Zara owner Inditex, which reported a sales boost earlier this week."

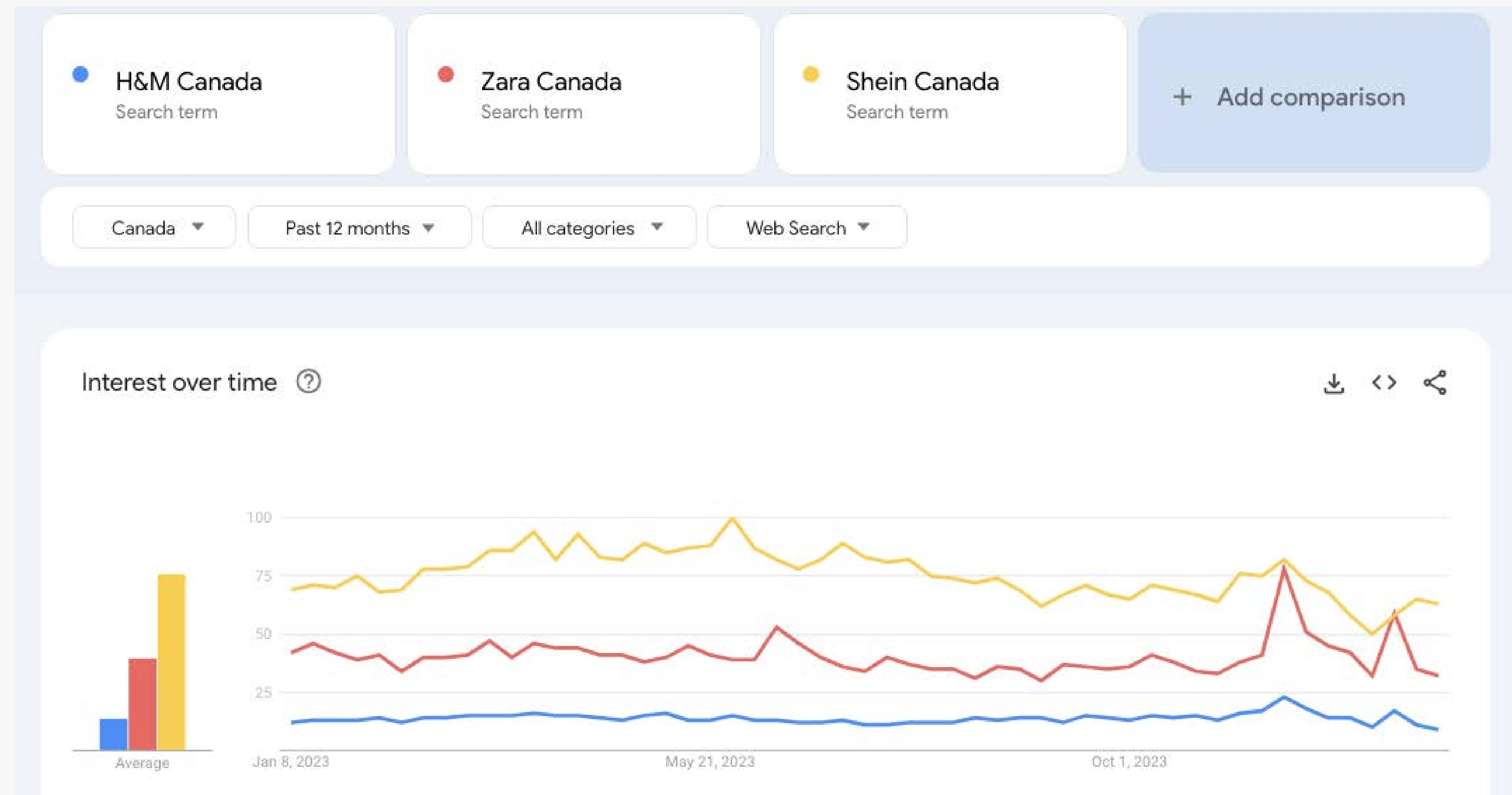
SHEIN

Shein, a Chinese fast fashion retailer founded in Nanjing in October 2008 as ZZKKO by entrepreneur Chris Xu, has rapidly ascended to become the world's largest fashion retailer by 2022. With its headquarters based in Singapore, Shein has swiftly emerged as a dominant force in the global fast fashion industry over the past few years.

"The rapid growth of the China-founded online retailer, which sells \$8 dresses, \$5 t-shirts and \$2 jewellery, is upturning the industry."

Google Trends analysis on the competition

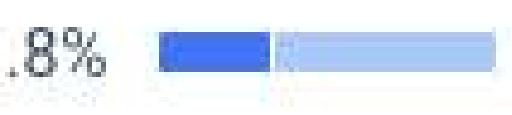
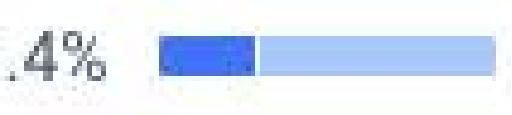
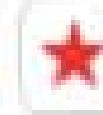
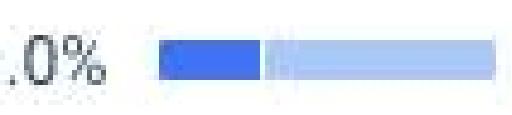
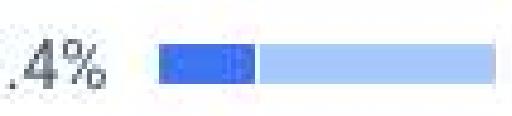
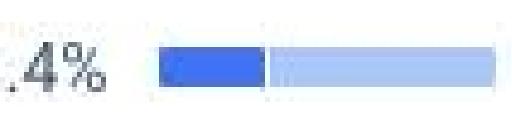
The Google trends chart shows the results for websearch for H&M, Zara and Shein in Canada for the last 12 months.



The Industry

H&M is a key player in the Fashion and Apparel industry, where it stands out for its expertise in the dynamic realm of fast fashion.

The chart below shows the industry ranking under the fashion and apparel industry worldwide for the past 3 months.

	Domain (10,000)	Monthly Visits	Unique Visitors	Desktop vs Mobile	Visit Duration	Pages/Visit
1	 shein.com	200.0M	81.62M	31.8%  68.2%	00:07:50	8.87
2	 nike.com	159.4M	72.47M	28.4%  71.6%	00:03:44	5.47
3	 macys.com	129.4M	51.37M	29.0%  71.0%	00:05:29	6.09
4	 hm.com	113.1M	54.10M	27.4%  72.6%	00:04:57	7.85
5	 zara.com	107.7M	44.84M	30.4%  69.6%	00:06:28	10.35

Fast Fashion

Fast fashion involves quickly replicating recent catwalk and high-fashion trends, mass-producing them inexpensively, and swiftly bringing them to retail to meet high demand. This business model, adopted by major retailers like Primark, H&M, Shein, Uniqlo, GAP, boohoo and Zara, has turned them into large multinational companies by emphasizing the rapid turnover of affordable, trendy clothing appealing to fashion-conscious consumers. It's characterized by swiftly moving designs from the catwalk to stores, often based on Fashion Week or celebrity styles. Fast fashion emerged due to cost-effective manufacturing, faster shipping methods, increased consumer desire for up-to-the-minute styles, and greater purchasing power, particularly among the youth. This approach challenges traditional seasonal introductions by established labels, with fast-fashion retailers frequently releasing new products multiple times a week to stay in line with current trends.



SHEIN

H&M

Environmental and Economic Impact of Fast Fashion

Fast fashion is criticized for its significant environmental impact, including the “throw-away” customer mentality, the waste and the use of 93 billion cubic meters of water annually, 3,781 liters for a pair of jeans, toxic textile dyeing wastewater, 500,000 tons of microplastic fibers in oceans, and over 10% of global carbon emissions. These figures highlight the substantial environmental concerns associated with fast fashion.

The apparel industry, particularly fast fashion, has experienced significant annual growth, projected to reach \$39.84 billion by 2025. However, this growth doesn't necessarily benefit the workers in fast fashion manufacturing. Profits are typically not reinvested in local economies where the work is done; instead, they accrue in the countries where the companies are headquartered. This pattern can lead to stagnation in the local economies, while the fruits of labor are enjoyed elsewhere.





Internal Branding

Our Values

Our values, established in 1947, serve as a universal guide for all colleagues globally, irrespective of their role, function, or brand. Integrated into our work culture, these values encompass an entrepreneurial spirit, a long-term perspective, and a continuous commitment to prioritizing our customers. By embodying these values, we foster an open and down-to-earth culture, enabling collaborative efforts to excel in what matters most to our customers and our future.



Our Vision

Founded in 1947, our visionary founder, Erling Persson, aimed to democratize great fashion responsibly. He laid the groundwork for a customer-centric, creative, value-oriented, and responsible company. From a single store, we evolved into a diverse family of brands, offering global customers an unbeatable blend of fashion, design, quality, and sustainability at affordable prices. Our path forward involves a culture steeped in innovation and entrepreneurship, an unwavering customer focus, and the ability to scale impactful ideas for the benefit of millions. These foundations underpin our contributions to industry-wide transformation, as well as our commitment to achieving sustainability and circularity in our business.



A Caring Employer

H&M Group emphasizes a fundamental respect for individuals in every aspect of its business. This commitment includes ensuring fair wages, reasonable working hours, freedom of association, and fostering growth and development opportunities for all employees. The company is dedicated to maintaining good working conditions in safe and healthy environments, adhering to fair labor standards and social policies. As an employer, H&M Group promotes fairness and equality, aiming to create a safe and attractive workplace where employees are recognized, appreciated, and treated with respect. The company's social policies reinforce its values, addressing rights and obligations related to mutual respect, equal rights, discrimination, and harassment.



A Welcoming Workspace

H&M Group, comprising a diverse family of brands and businesses, values fashion and lifestyle, driven by a team of over 150,000 individuals dedicated to making possibilities a reality. The workplace is dynamic, fostering individual contributions and a collaborative atmosphere where people worldwide share knowledge, experience, and ideas. Starting a career with H&M Group means limitless potential, with trust in employees from the beginning, encouragement of entrepreneurial spirit, and recognition of passion. The company believes in mutual growth, emphasizing that as individuals thrive, so does the organization.

“Our business is made up of people – for people. What matters to people, matters to us. At H&M Group, our goal is for every colleague to feel good while doing good work, in an environment free from any form of discrimination.”

Empowering People

H&M Group prioritizes an inclusive, diverse, and equitable environment globally, recognizing the value of varied perspectives. The company focuses on three key initiatives: enhancing awareness through comprehensive training, improving diverse representation in recruitment processes, and ensuring fair opportunities through equity measures. The inclusion and diversity curriculum addresses crucial topics, and structured recruitment processes minimize bias. Employee surveys, such as The People Engagement Pulses and the Inclusion and Diversity Pulse, provide insights for discussion and action. Development programs like LEAD aim to empower underrepresented talent, and Colleague Resource Groups foster a sense of belonging and celebrate differences within the organization.



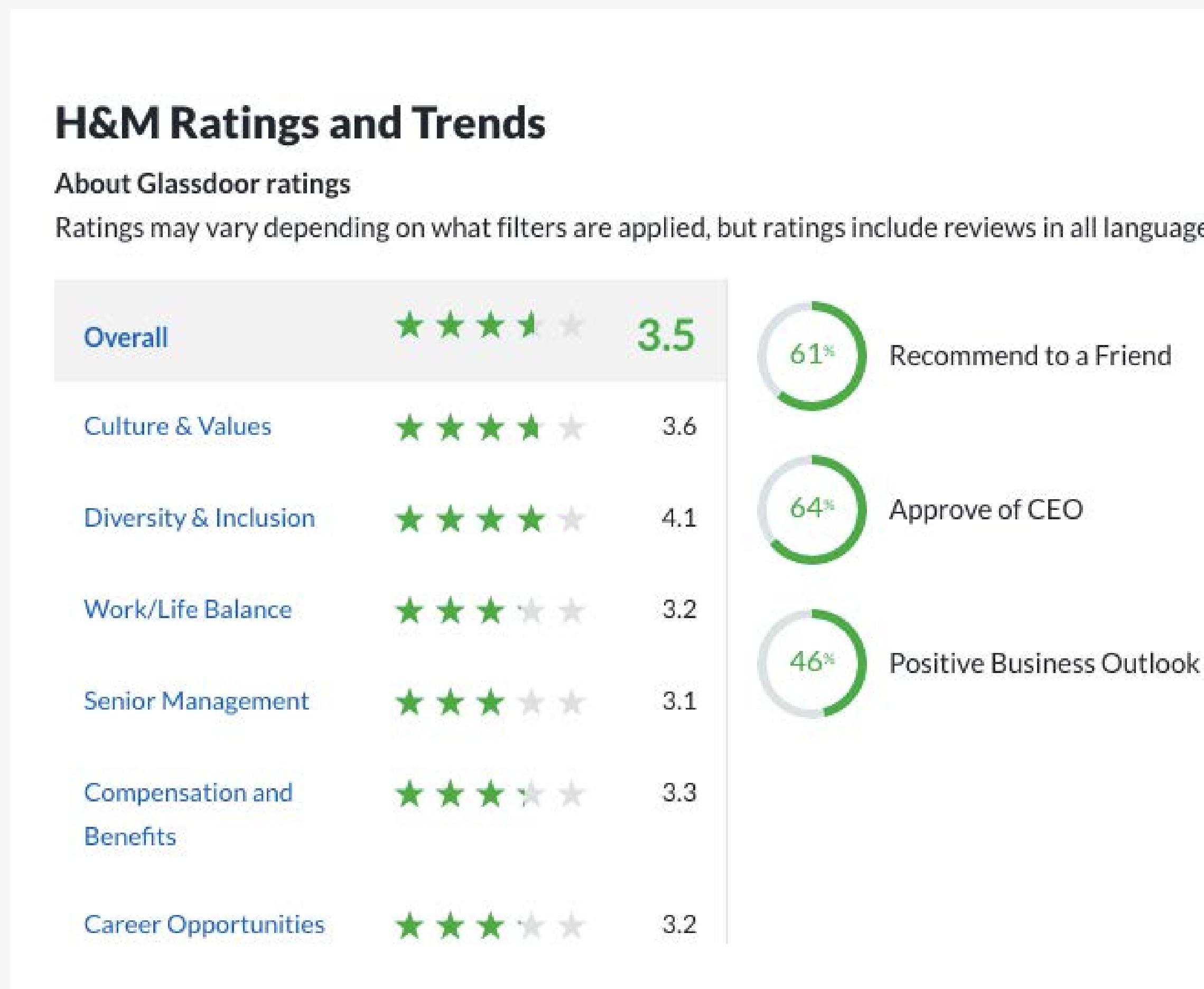
Gender Equality

H&M is committed to promoting gender equality within its supply chain, acknowledging the predominantly female workforce of around 1.3 million people across 35 countries. Aligned with the Women's Empowerment Principles and Sustainable Development Goal 5, the company recognizes the need for accelerated progress in achieving gender equality by 2030. In addressing this goal, H&M focuses on health and safety, career development, wages, and representation across its supply chain, operating at the levels of worker empowerment, factory management systems, and industry and country transformation. Collaboration with Plan International has strengthened their gender equality strategy, with a particular emphasis on tackling gender-based violence and harassment. H&M supports international measures, such as the International Labour Organization's Convention 190 and Recommendation 206, to create a work environment free from violence and harassment, contributing to the company's commitment to being fair and equal.

"We believe in a society free from bias where everybody has an equal voice and representation. We aim to be inclusive across our whole value chain, to treat people fairly and to give everybody access to the same opportunities."

Employee Reviews

The data below shows reviews by employees on full-time and part-time basis at H&M as at January 10th 2023.



Ratings by Demographics

This rating reflects the overall rating of H&M and is not affected by filters.

Race / Ethnicity	Gender	Sexual Orientation	Disability	Parent or Family Caregiver	Veteran Status
3.5 ★ Men (364)					3.1 ★ Transgender and/or Non-Binary (63)
3.5 ★ Women (855)					

Ratings by Demographics

This rating reflects the overall rating of H&M and is not affected by filters.

Race / Ethnicity	Gender	Sexual Orientation	Disability	Parent or Family Caregiver	Veteran Status
3.5 ★ Asian (214)					3.6 ★ Black or African American (237)
3.6 ★ Hispanic or Latinx (231)					3.3 ★ Indigenous American or Alaska Native (19)
3.5 ★ Middle Eastern (28)					2.9 ★ Native Hawaiian or Other Pacific Islander (14)
3.3 ★ White (489)					

Top Review Highlights by Sentiment

Excerpts from user reviews, not authored by Glassdoor

Pros	Cons
"Also great benefits even for part timers like having your birthday off and getting paid for it." (in 716 reviews)	" Management was poor and unorganized" (in 983 reviews)
" Good pay (I depends on which store mine was a flagship so it paid a little higher)" (in 638 reviews)	" managers were rude and inflexible" (in 523 reviews)
"The people are great and the 25% off employee discount is also great along with good benefits." (in 607 reviews)	" Long hours and lots of responsibilities for just sales assistant" (in 410 reviews)
" Team was great and motivating" (in 333 reviews)	" Low salary and hard to give customer service to Israelis" (in 360 reviews)
"I loved most of my coworkers who were such a great team to work for." (in 332 reviews)	" No work life balance although this becomes self inflicted due to the autonomous nature of the company" (in 288 reviews)

Sustainability Goals

H&M is committed to making fashion environmentally friendly by addressing its impact on biodiversity. Acknowledging the fashion industry's overall negative influence on ecosystems, the company is taking steps to reduce its environmental footprint. H&M aims to achieve this by avoiding harmful chemicals, fossil-based energy, and single-use packaging. The company has set ambitious goals to halve its emissions by 2030 and achieve a net-zero impact by 2040, aligning with the Paris Agreement's temperature-rise limits. Collaborating with organizations like WWF and Solidaridad, H&M seeks to establish a new water standard for the entire fashion industry. Recognizing the significant water usage in denim production, H&M aims to conserve water through measures such as reducing unnecessary washes, educating staff and suppliers on water conservation, and advocating for policies to protect rivers and freshwater in key production countries.

Did you know?

H&M has globally committed to the Ellen MacArthur Foundation's New Plastics Economy Initiative, which envisions eliminating all unnecessary plastic packaging and preventing plastic from becoming waste.

Corporate News

GB GreenBiz

H&M is funding offshore wind in Bangladesh to get garment factories off fossil fuels

H&M will co-invest in a project it hopes will supply 40% of the country's power.

6 days ago



JS Just Style

Zara overtakes H&M to be Europe's second-largest apparel retailer

Inditex-owned retailer Zara has overtaken H&M to become Europe's second-largest apparel brand, behind current leader Nike.

2 days ago



WION

H&M to increase payments for clothes manufactured in Bangladesh to compensate higher wages

Stockholm-headquartered multi-national high fashion brand H&M has announced that it will increase payments for its clothing items...



FC Fast Company

Why H&M is helping Bangladesh build its first offshore wind farm

It's part of a larger effort to get fashion brands involved in adding renewable energy in Bangladesh, where thousands of factories are...

16 hours ago



FC Fast Company

H&M is vowing to pay factory workers more. Why aren't other brands stepping up?

Brands have largely stayed out of the conversation, even though they are directly responsible for pressuring factories to keep costs low to...

1 month ago



P PYMNTS.com

H&M Embraces Localization Strategy Through Small Stores

Taking a page out of Foot Locker's and Petco's localization strategy, H&M looks to resonate with consumers who are willing to spend by going...

1 day ago



WORLD'S TOP COMPANIES FOR WOMEN | Forbes 2023

POWERED BY STATISTA



CORPORATE · 15 NOV, 2023

H&M RANKS AS #7 ON FORBES' WORLD'S TOP COMPANIES FOR WOMEN

In the 2023 edition of Forbes' World's Top Companies for Women list, H&M is among...



External Branding



H&M

Brand Style Guide



Hex color: #cc071e
RGB: (204, 7, 30)
CMYK: (0, 97, 85, 20)
Pantone: 2035C



It's 1947 and the world looks promising again. People can travel freely and young Swedish entrepreneur Erling Persson spends a long time in the United States looking for new business ideas. In New York it hits him: He's going to make fashion accessible to everyone.

Erling Persson opens the first H&M store in his hometown Västerås the same year. It's an instant success. Erling dreams big, hoping to one day have stores in Norway, maybe even Denmark? He does things differently and changes the fashion industry. His conviction that a company is nothing without its employees stands the test of time. Today, employees at H&M

are still innovative and dreaming big. Our vision is to use our size and scale to lead the change towards a circular and renewable fashion industry, all while being a fair and equal company. We plan to only use sustainable or recycled materials by 2030 while staying true to the ideals of our founder: To make it possible for everyone to look and feel good.

To reach our goals, we need you. Please recycle unwanted textiles from any brand, and we'll make sure they're re-worn, re-used or recycled. It's one way we can deliver on our promise to give you fashion and quality at the best price – in a sustainable way.



Advertising and Marketing

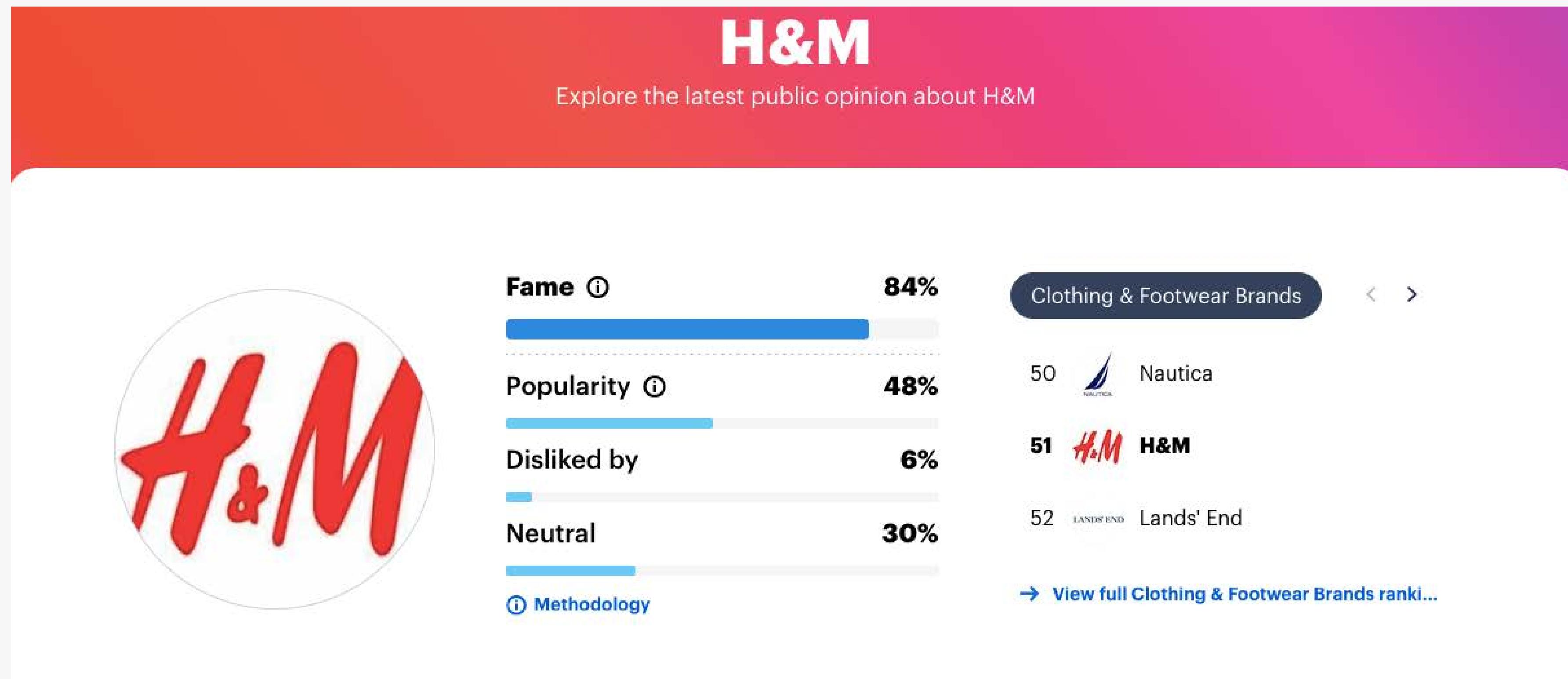
H&M Group collaborates with leading creatives globally to craft impactful campaigns and communications that resonate with diverse audiences across 74 markets. The in-house production, done in collaboration with top-ranked creatives, emphasizes inclusivity by featuring models and talents of varied looks, ages, and cultural backgrounds. Adhering to strict internal guidelines, the selection process ensures that models project fashion positively and healthily, with zero tolerance for any endorsement of drug or alcohol abuse.



Brand Perceptions

How do consumers feel about your brand.

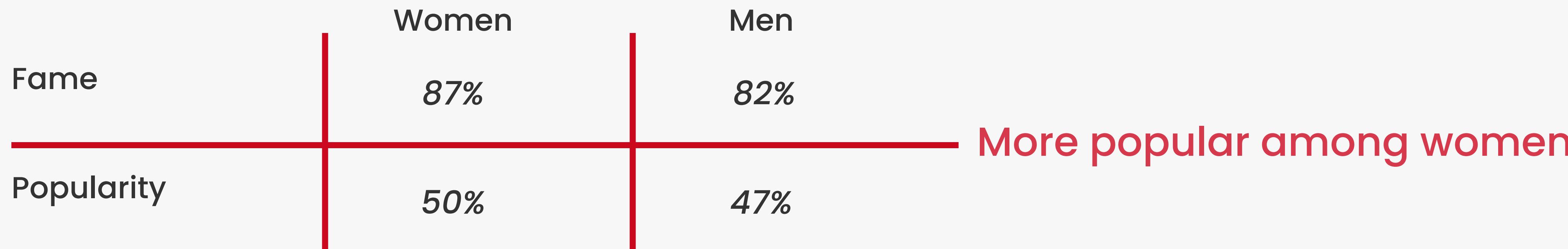
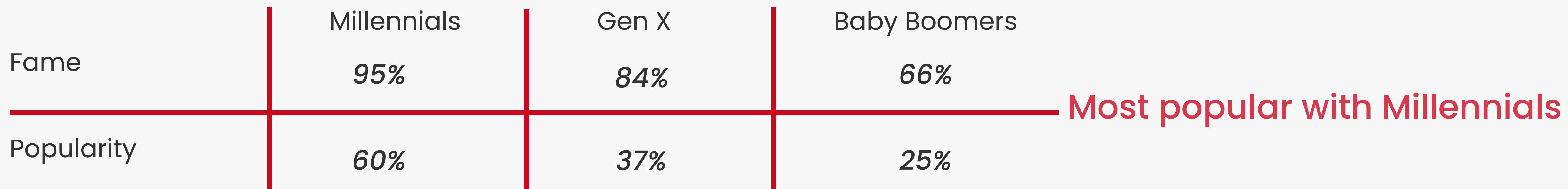
Fame is defined by the % of people who have heard of this topic and Popularity is the % of people who have a positive opinion on a brand.



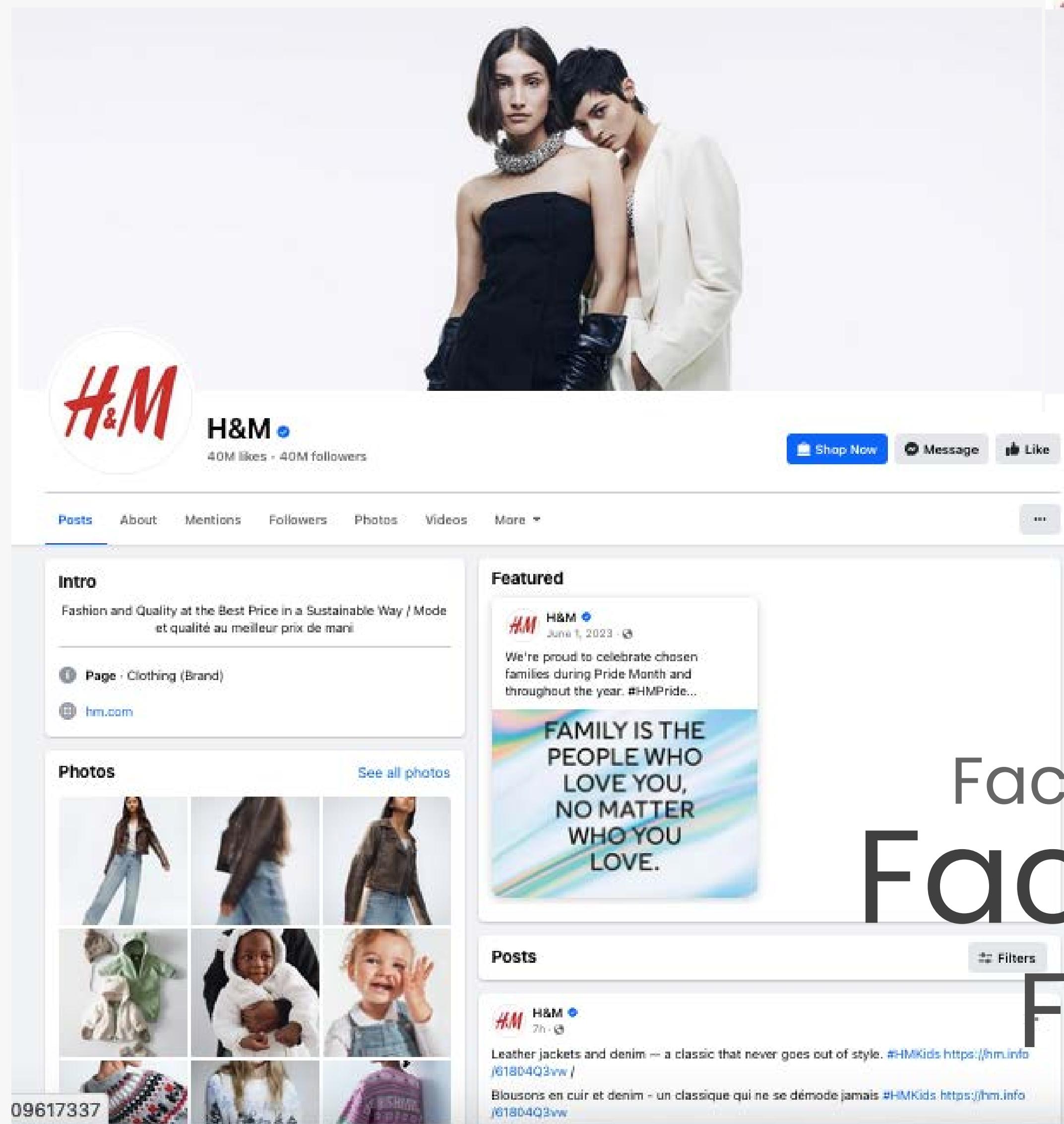
The latest data is based on 1244 nationally representative interviews of the US population, collected during Q4 2023.

Demographics

Which demographic section should you be targeting



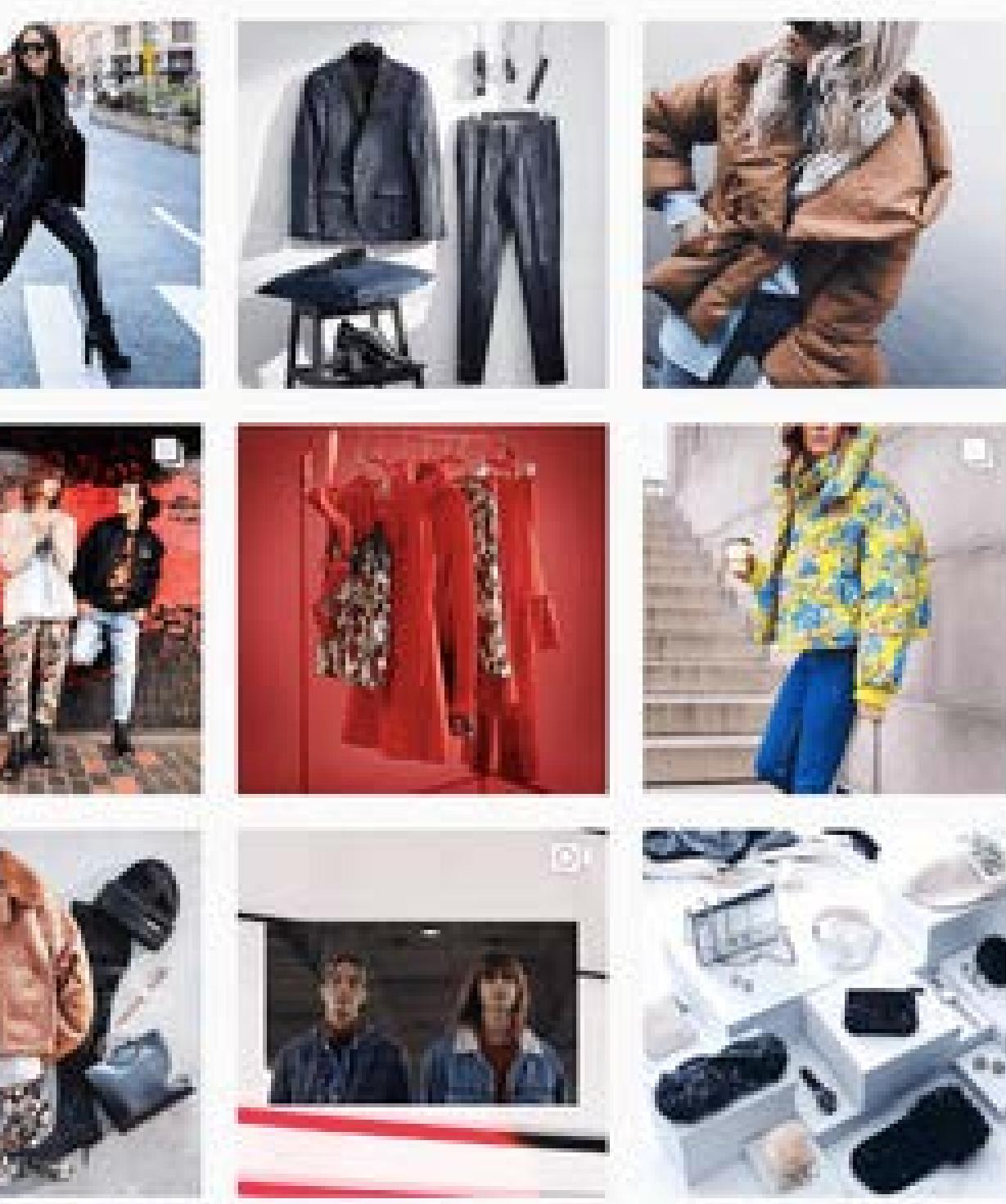
Social Media



A screenshot of the H&M Facebook page. The page features a large profile picture of two models in a black dress and white jacket. Below the profile picture, there are tabs for Posts, About, Mentions, Followers, Photos, Videos, and More. The 'Posts' tab is selected. A 'Featured' post from June 1, 2023, celebrates Pride Month with the text: "We're proud to celebrate chosen families during Pride Month and throughout the year. #HMPride..." and the quote "FAMILY IS THE PEOPLE WHO LOVE YOU, NO MATTER WHO YOU LOVE." Below the post, there are sections for Photos and Posts, showing various fashion items and customer reviews.



A screenshot of the H&M Twitter page. The header features a collage of three images: a woman with long blonde hair, two women sitting on a ledge, and two women walking in a park. Below the header is the H&M logo. The bio reads: "Welcome to #H&M – the place for #fashion & #beauty inspiration! We ❤️ your comments but please stay respectful." The page has 329 Following and 8.3M Followers. Below the bio, there are tabs for Tweets, Tweets & replies, and Media.



A screenshot of the H&M Instagram page. The profile picture is a red 'M' logo. The bio reads: "H&M #H&M – the place for #fashion & #beauty inspiration! We ❤️ your comments but please stay respectful. @H&M_Man @H&M_Home @H&M_Kids" and includes a link to the feed. The page has 3,907 posts, 23.4m followers, and 382 following. Below the bio, there are three images of fashion items: a black leather jacket, a blue denim jacket, and a brown leather jacket.

Twitter

Twitter

Twitter

Facebook

Facebook

Facebook

Instagram

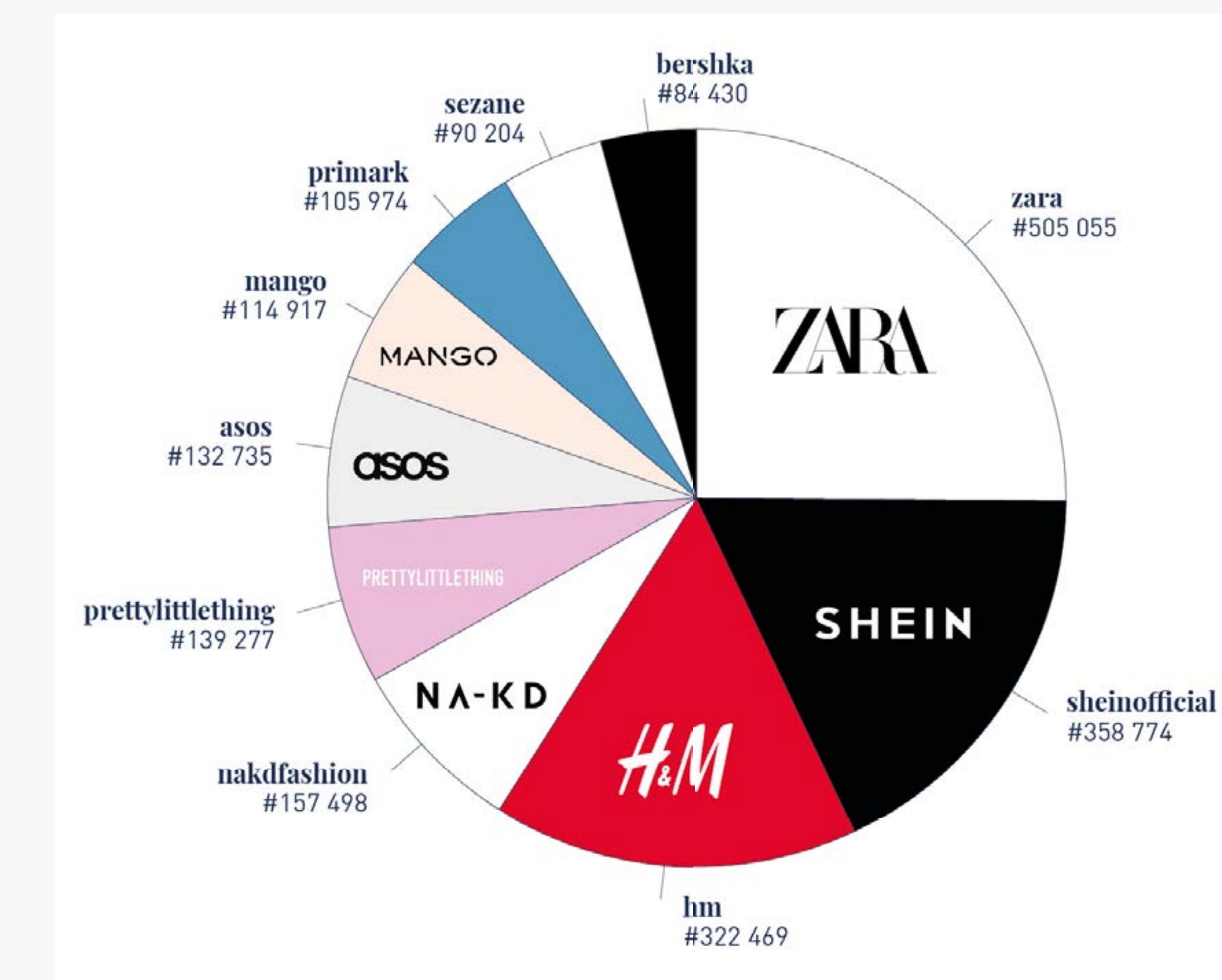
Instagram

Instagram

Social Media Influencers

In the social media landscape, Zara secures the top spot among fashion brands, amassing 505,055 mentions from January 2022 to February 2023. Renowned for its on-trend style and quality products, Zara remains a favorite among influencers globally. SheIn, a Chinese brand known for its budget-friendly fashion, claims the second position with 358,774 mentions, driven by a successful influencer marketing strategy. H&M, recognized for its global presence and sustainability commitment, takes the third spot with 322,469 mentions. The brand's collaborations and diverse clothing offerings appeal to influencers focused on responsible fashion.

Top-10 Most Mentioned Fashion Brands by Influencers



Social Media Engagement

An Instagram engagement rate falling within the range of 0% to 1.64% is deemed low. For influencers with rates in this range, they can anticipate receiving between 0 to 16.4 reactions for every 1000 followers. On the other hand, engagement rates between 1.64% and 3.48% are considered good.

38.4M followers



@hm

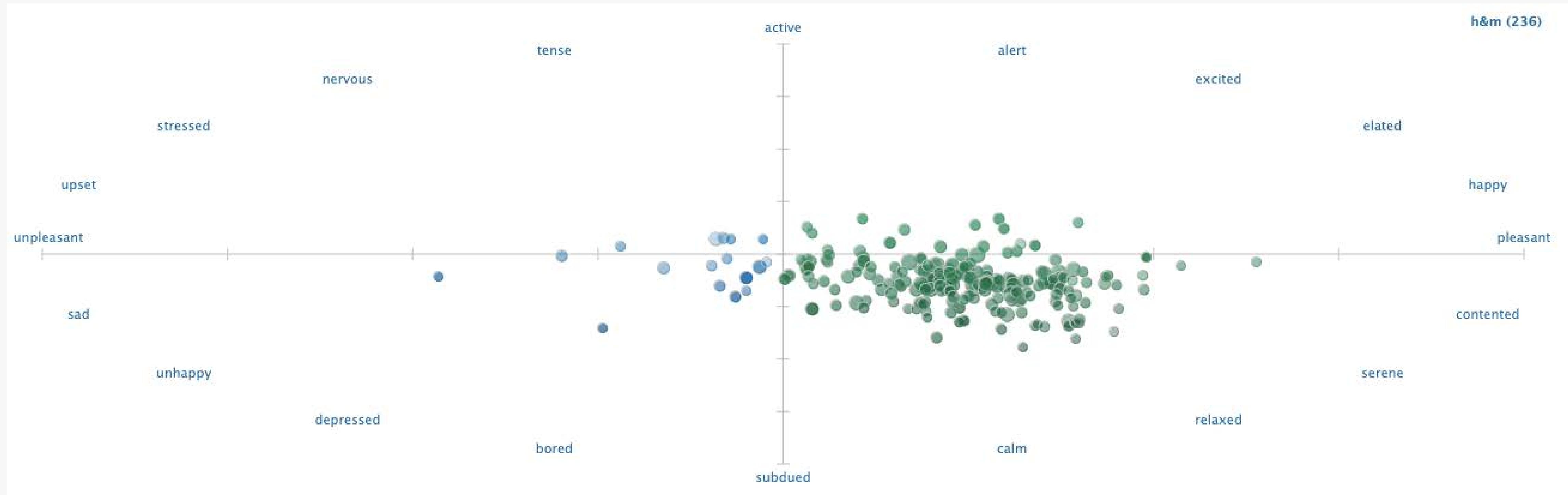
ENGAGEMENT RATE

0.04%

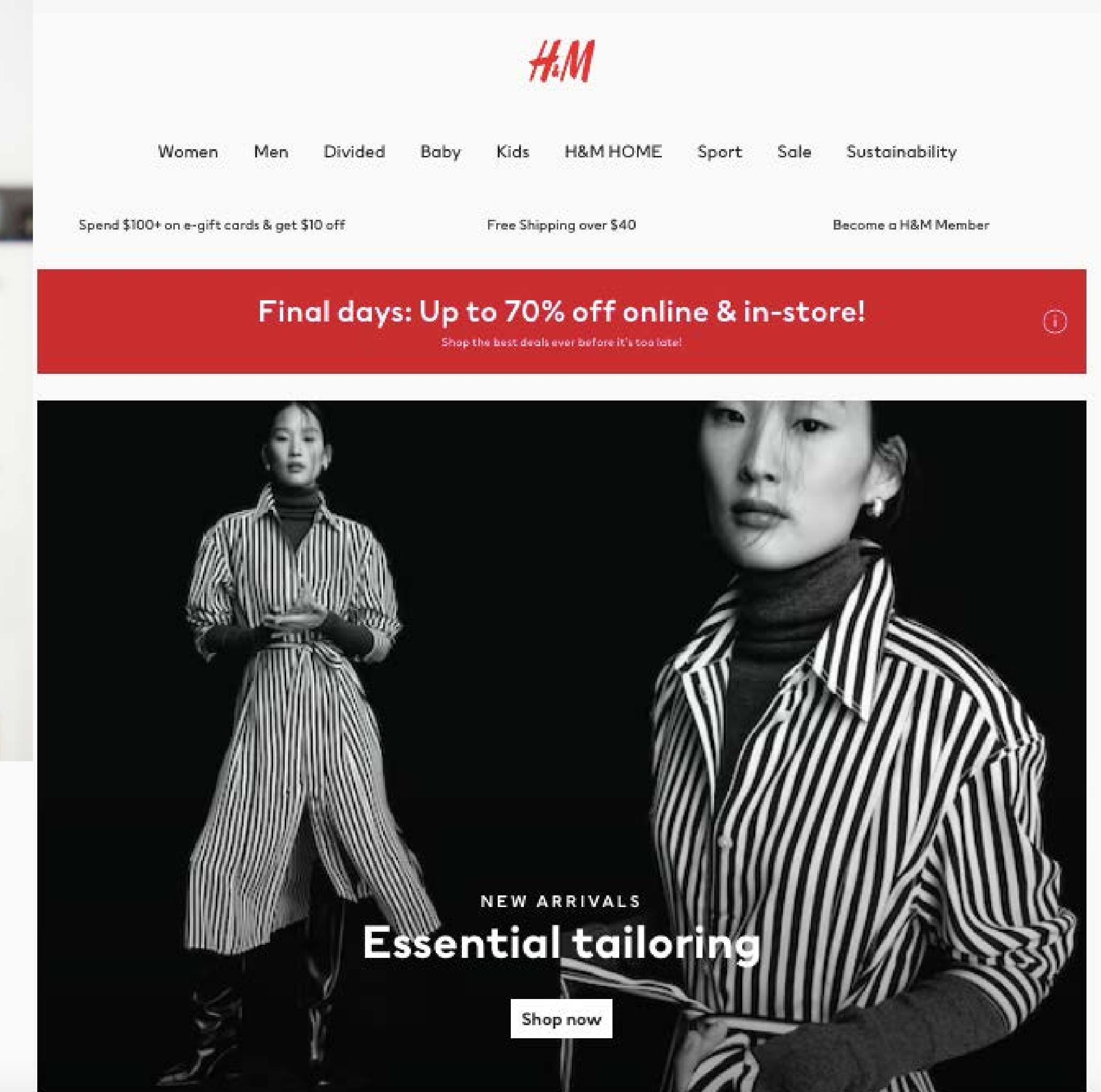
17,054 likes 94 comments

Social Media Sentiment Visualization

Feelings of your social media community

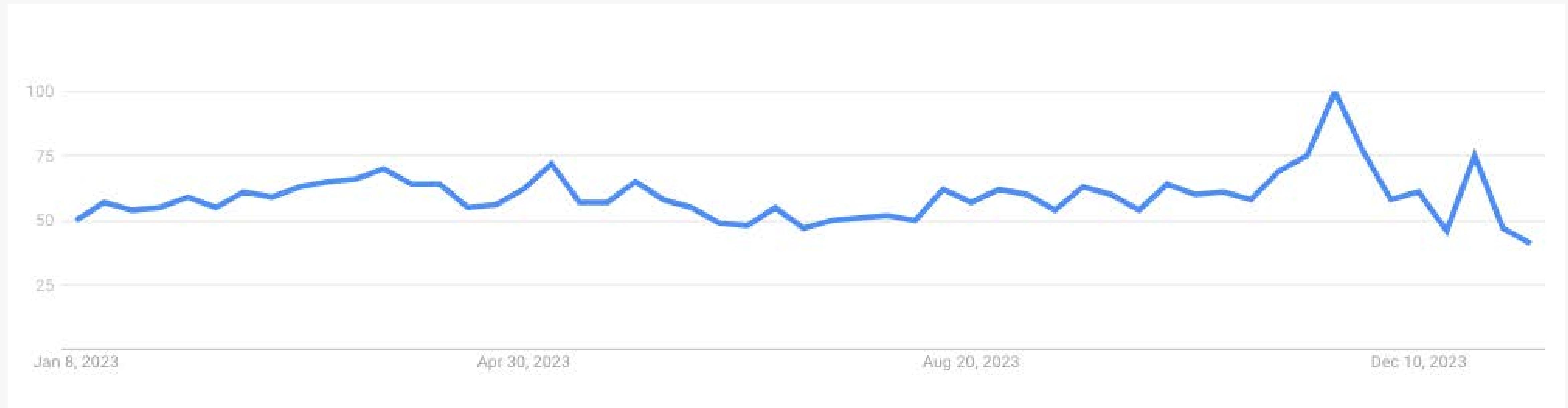


Website



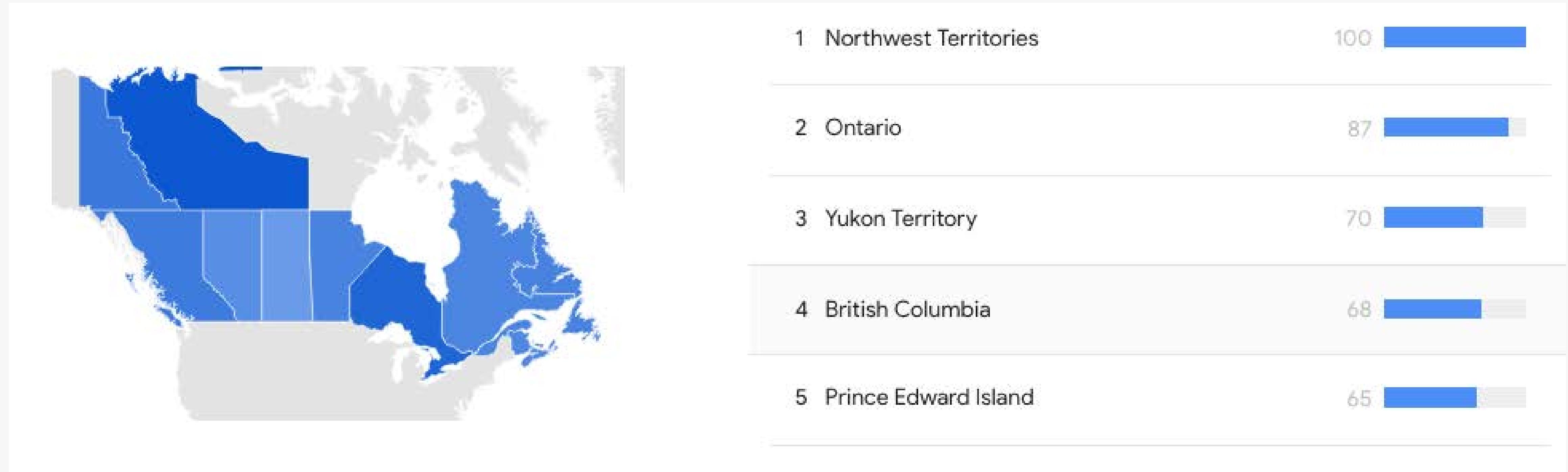
Consumer Interest in Canada

Consumer interest by websearch for the brand for the past 12 months within Canada



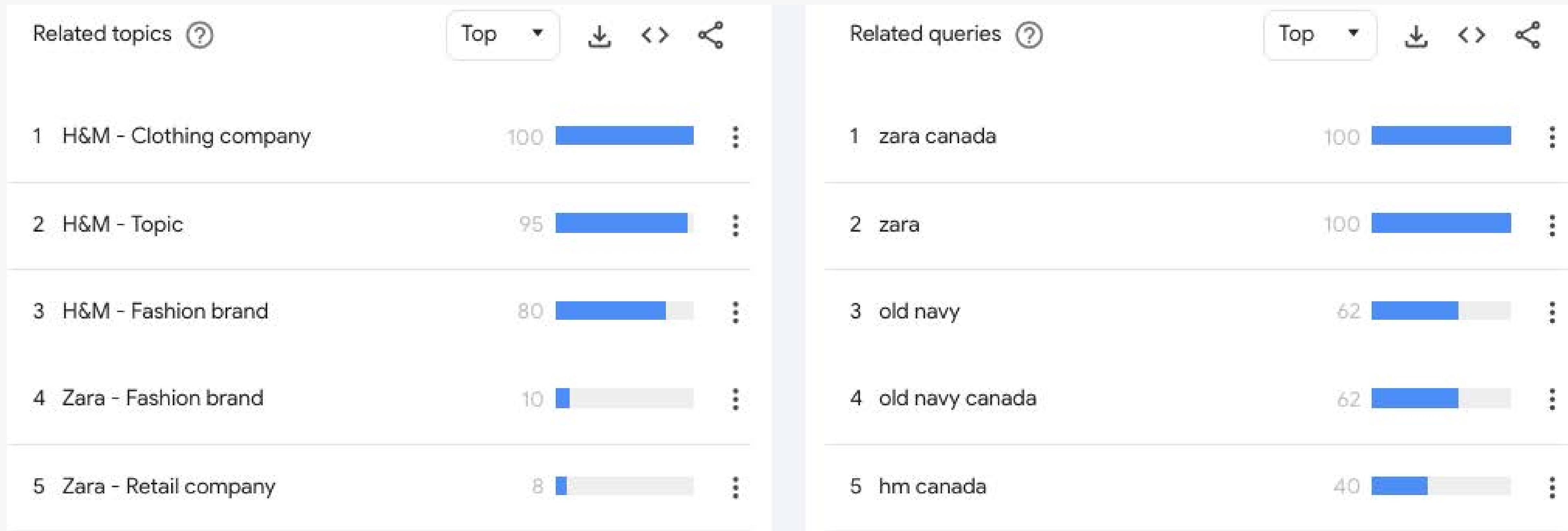
Consumer Interest by Subregions

Consumer interest by websearch for different Subregions for the past 12 months within Canada



Consumer Search

Below data shows the most searched queries and topics around the brand:



Website visits in comparison to other Market Leaders



Content

 [youtube.com](https://www.youtube.com)
<https://www.youtube.com> ::

H&M

Welcome H&M's YouTube channel! Here you'll learn about everything from the latest and greatest trends to how we're making fashion more sustainable.

 [youtube.com](https://www.youtube.com)
<https://www.youtube.com> ::

The Best H&M Pieces Right Now - YouTube

 Instagram → @nikiskyyy Product links ↓ Agolde recycled leather pants <https://rvlv.me/A8FqJw> Grey dress <https://tinyurl.com/ye25atnz> Dark ...
YouTube · Niki Sky · 1 month ago
58:11

 [youtube.com](https://www.youtube.com)
<https://www.youtube.com> ::

H&M Move

H&M Move is a movement brand, we're here to celebrate it and invite the world to move with us. Removing barriers to sport is at the heart of everything we ...

 [youtube.com](https://www.youtube.com)
<https://www.youtube.com> ::

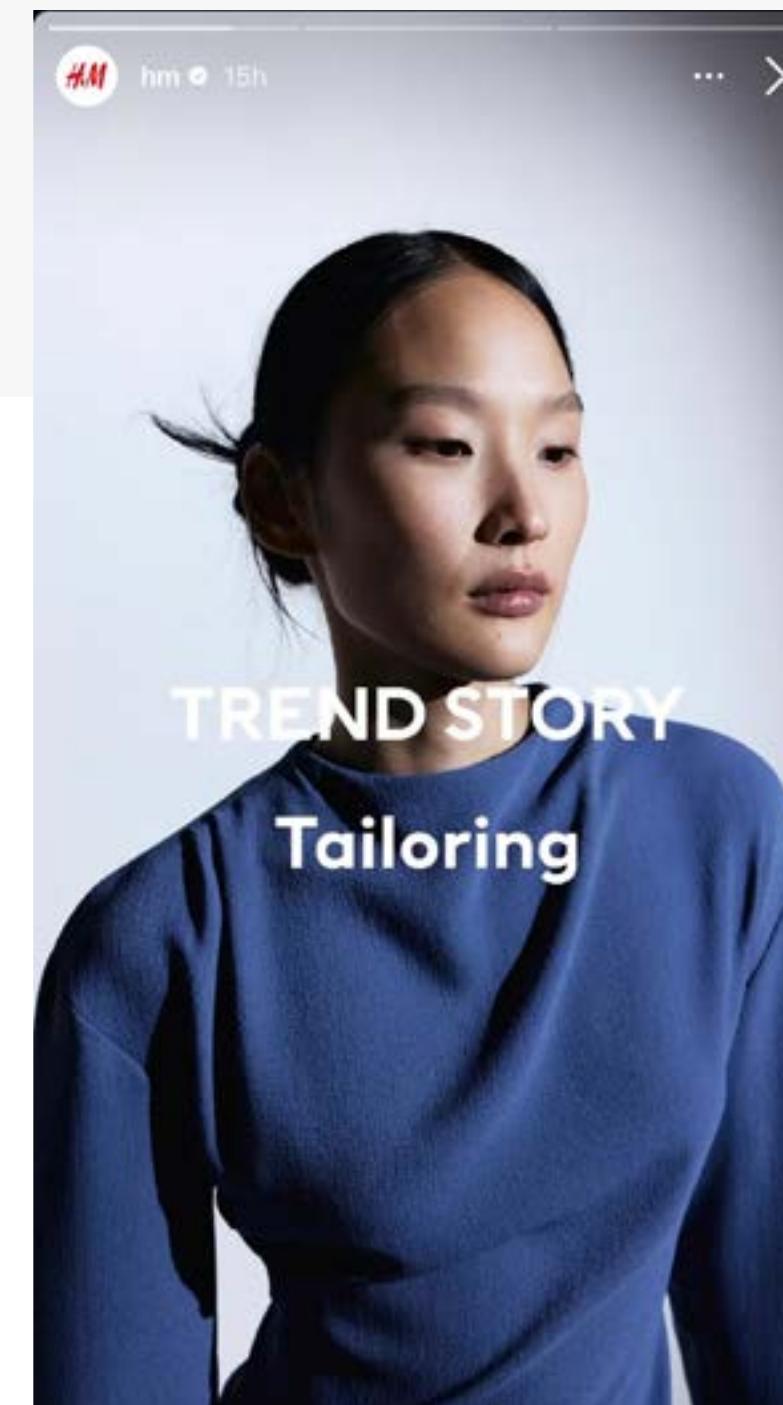
A short, but very sweet H&M HAUL - YouTube

 Hello, everyone! One of you asked for it, and your wish is my command. Today I'm showing you a few new pieces from H&M.
YouTube · Mariana Zelenjuk · Oct 8, 2023
9:28

 7 key moments in this video ::

Rabanne H&M: A dazzling collaboration - YouTube

 "For this collaboration, I wanted to do everything I'd never do and anything I had never done. I wanted to explore shapes that were new to ...
YouTube · H&M · Oct 24, 2023
1:44

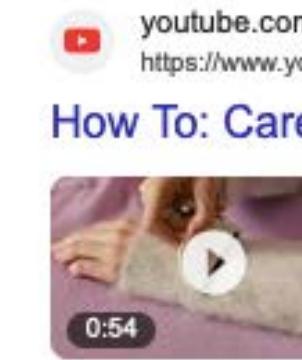


Take Care by H&M Official Trailer - YouTube



Ever wondered how to care for your clothes in the best possible way? Wonder no longer. H&M will soon be releasing its twelve part series ...

YouTube · H&M · Feb 22, 2023



How To: Care for Wool | H&M - YouTube



About time to wash your favourite wool sweater? As wool is a delicate material, there are a couple of things you should consider before ...

YouTube · H&M · Mar 12, 2023

6 key moments in this video ::

 [youtube.com](https://www.youtube.com)
<https://www.youtube.com> ::

H&M Try-On & Clothing Review - YouTube



1 | H&M cream shirt/yellow shirt (size S): <https://bit.ly/46EVLQv> (on sale
<https://www.stylink.it/gN79NIDXVm> (AU) - Everlane jeans (size ...

YouTube · mademoiselle · Oct 22, 2023

 [youtube.com](https://www.youtube.com)
<https://www.youtube.com> ::

HUGE H&M NEW IN TRY ON HAUL - AUTUMN KNITWEAR



H&M PRODUCT LINKS BROWN JUMPER: colour no longer online - others
available <https://rstyle.me/+NJQpCV4sQmWqj4wE-UWcOg> CREAM...

YouTube · Alexx Coll · Oct 4, 2023

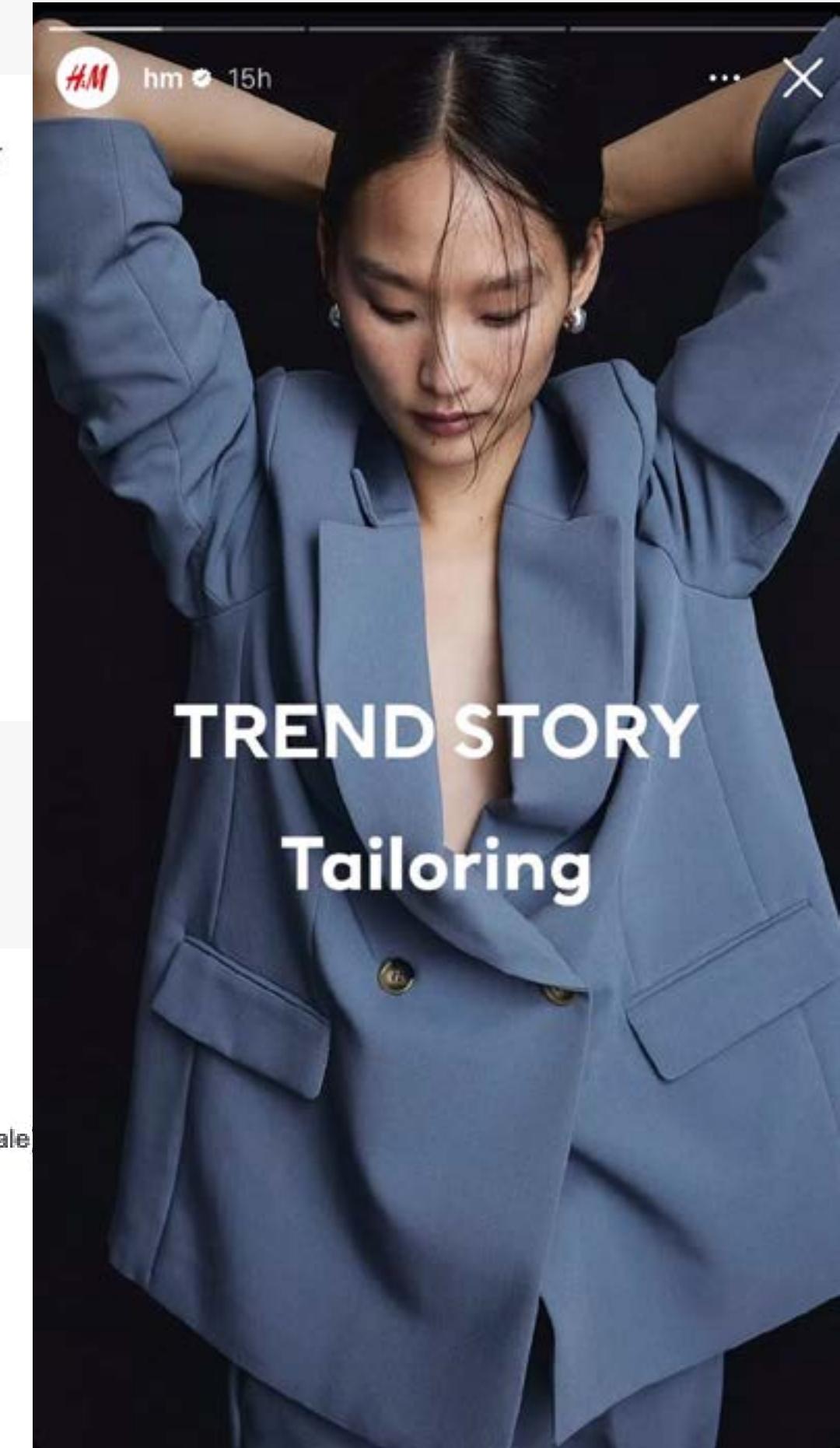
 [youtube.com](https://www.youtube.com)
<https://www.youtube.com> ::

H&M In Store Music Playlist 2024 - YouTube



KOV Spotify Playlist: <https://open.spotify.com/playlist/4KRY0eyjRasWTiZ4ZsKPjH> *Our Instagram: <https://www.instagram.com...>

YouTube · KOV · 1 month ago



Welcome to Customer Service

How can we help you today?

QUICK LINKS



I WANT TO KNOW WHERE MY ORDER IS

Enter the order number found in the order confirmation email

Order no.*

e.g. 31234567890

Track my order



I WANT TO RETURN SOMETHING

Register returns easily online. All you need is the order number found in the order confirmation email, and the email address used when placing your order.

Register a return

https://www2.hm.com/en_ca/customer-service.html

Customer Reviews

Overview

H&M has a rating of 3.03 stars from 1,094 reviews, indicating that most customers are generally satisfied with their purchases. Reviewers satisfied with H&M most frequently mention good quality, reasonable prices, and summer collection. H&M ranks 8th among [Discount Clothing](#) sites.

Service		133
Value		125
Shipping		119
Returns		109
Quality		121

Positive reviews (last 12 months): 16.2%

[View ratings trends](#)



[See all photos](#)

How would you rate H&M?



Top Positive Review

"Fall of 2023."

Bojing C. 9/5/23

I really like the corduroy jackets and flannel shirts from the new collections. Those items are
[+ Show more](#)

[See positive reviews](#)

Top Critical Review

"They hold onto your money even when they fail to provide..."

Kati M. 12/21/23

Dont shop here, they cant deliver what you order, show it processing and when you try to cancel the
[+ Show more](#)

[See critical reviews](#)

What reviewers want you to know

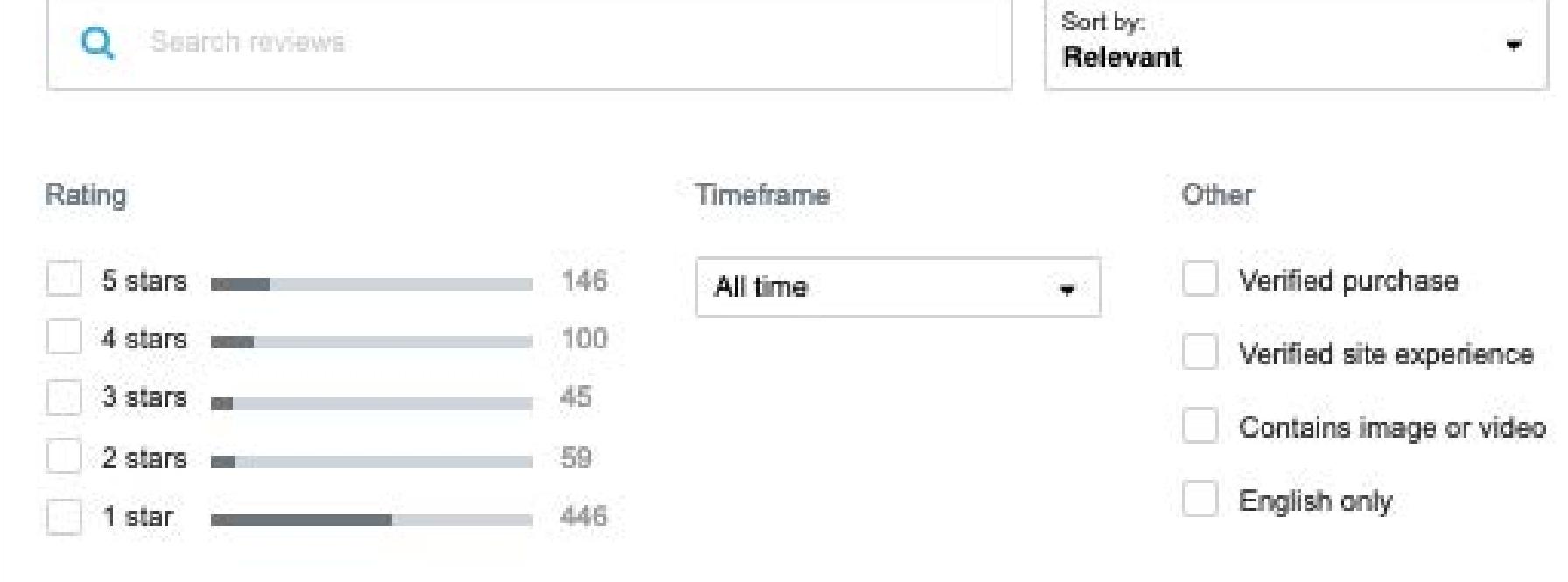
Positive highlights

- ✓ H&M's Customer Service center provides OVERALL great service.
- ✓ 2018 Customer Choice Winner

Critical highlights

- ✗ It's just annoying that they don't accept their own gift cards online!
- ✗ IN OTHER WORDS, NO PAPER RECEIPT, YOU WILL BE FORCED INTO A STORE CREDIT!

Reviews (1,094)



H&M Newsroom



H&M MOVE · 28 NOV, 2023

SELECTED BY ZLATAN: H&M MOVE TO LAUNCH NEW CURATED COLLECTION

World-renowned football player, Zlatan Ibrahimović, will never stop moving. The legendary athlete continues to set...



H&M MOVE · 20 NOV, 2023

H&M MOVE AND SPORT WITHOUT BORDERS AMPLIFY THE POSITIVE POWER OF ROLE MODELS

Today, on World Children's Day, H&M Move and Sport Without Borders have joined forces to...



H&M HOME · 4 JAN, 2024

FRESH & CLEAN – H&M HOME PRESENTS SPRING 2024

H&M HOME invites you to step into a perfect blend of pattern mixes, bold and...



H&M MOVE · 10 JAN, 2024

RAYE & ZLATAN INVITE THE WORLD TO MOVE IN STYLE WITH H&M MOVE

H&M Move's upcoming movewear release is expertly engineered using the latest technologies, merging the dynamic...



H&M MOVE · 4 JAN, 2024

MUSIC SENSATION RAYE TAKES CENTRE STAGE IN NEW H&M MOVE CAMPAIGN

H&M Move's latest movewear collection is set to make its global debut on 11 January...



FASHION · 16 NOV, 2023

ROMANCE REVISITED FOR H&M STUDIO'S HOLIDAY CAPSULE

Sculptural corsetry, lingerie touches and intensely desirable tailoring – this is what's trending now in...



H&M MOVE · 8 NOV, 2023

H&M MOVE'S NEW SNOW COLLECTION: A FRESH PERSPECTIVE ON PERFORMANCE, HOWEVER YOU MOVE.

H&M Move's new affordable winter performance wear for women and men drops online at [hm.com/move...](https://hm.com/move)

Suggestions

- The brand has gained significant popularity among millennial and women, indicating a strong appeal to these key demographics. While its following among men is slightly lower than that of women, there's an opportunity to enhance marketing efforts tailored toward men, ensuring a more balanced and inclusive demand from both genders.
- Acknowledging customer feedback, the brand can enhance customer satisfaction by prioritizing improvements in shipping and returns for a more seamless experience.
- To surpass competitors Zara and Shein in online searches, the brand can launch a distinctive marketing campaign, emphasizing unique qualities to stand out in the market.
- Recognizing a recent decrease in Instagram engagement to 0.04%, a strategic approach could involve leveraging influencer marketing to enhance visibility and interaction. Collaborating with Instagram influencers presents an opportunity to revitalize engagement rates, creating a dynamic and appealing online presence.



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