

H&M to open in Cairo

H&M, Hennes & Mauritz, the international fashion retailer, will soon be available to eager followers of fashion in Cairo, Egypt. The store will open on June 5th 2008 in Cairo's exclusive Stars Center mall in the new Citystars development. The expansion of the trendy high street brand is a result of H&M's strategic partnership with M.H. Alshaya, one of the Middle East's leading retailers.



“We are very excited to introduce H&M to the Egyptian market. We believe the brand will rapidly become a popular choice as it has done in other parts of the region. The wide assortment on offer coupled with the introduction of new garments into the store everyday will be something unique in Cairo and will enhance shopper’s experience”, said Mohammed Al Shaya, chairman of M.H. Alshaya Company.

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