



PRESS RELEASE
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H&M TO OPEN IN MACDONAGH JUNCTION, KILKENNY

H & M, Hennes & Mauritz AB (H&M), is delighted to be opening a store in MacDonagh Junction Shopping Centre, Kilkenny this autumn. The store will open on Thursday 20th October at 11am, with the first 100 customers receiving gift cards ranging in value from €5 - €50 to spend in the new store on opening day.

"H&M are continuing to expand in the Republic of Ireland this autumn and are delighted to be able to bring our business concept of fashion and quality at the best price to the South East of Ireland," says Magnus Olsson, H&M's Country Manager for the Republic of Ireland. "MacDonagh Junction is a great shopping destination and we hope that H&M's Autumn/Winter collections for the whole family will be well received there."

The new MacDonagh Junction store will employ around 20 members of staff in a mix of full and part time positions and will offer H&M collections for women, men, teen girls and children, including coordinated accessories. The store will occupy over 1,000 square metres of retail space over 2 levels.

H&M is a rapidly growing company which is continuing to expand in all markets in which it has a presence in 2011. H&M currently has a portfolio of 11 stores in the Republic of Ireland, with 5 locations in Dublin, and stores in Liffey Valley, Limerick, Newbridge, Blanchardstown, Athlone and Cork.



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