

H&M makes bricks-and-mortar debut in Vietnam

By [Barbara Santamaria](#) - September 13, 2017

H&M expands its global footprint with the opening of its first store in Vietnam. Located at Vincom Center Dong Khoi in Ho Chi Minh City, the new flagship store opened with a DJ performance and party on Saturday.



H&M

More than 4,000 queued for the grand opening of H&M's first store in Vietnam, with many customers arriving at 10pm the night before to be amongst the first ones through the door.

The flagship spreads over 2,000 square metres across two floors, showcasing a selection of the latest fashion and accessories for men, women, teenagers and kids, including the H&M Studio collection.

The store will also bring H&M's designer collaborations and projects to Vietnam, including the recently announced Erdem x H&M collaboration and the Holiday collection.

H&M country manager for Southeast Asia Fredrik Famm performed a ribbon cutting ceremony at the new Vincom Center Dong Khoi store together with sales manager for Vietnam Anne Soderberg and store manager Nguyen Kieu Oanh.

"We have been waiting for this day for a long time and the response from our customers in Vietnam was definitely worth the wait! I am proud to welcome shoppers to our very first store and we are pleased to offer our customers added value through fashion, quality, and sustainability at the best price in a sustainable way," said Fredrik Famm.

The Swedish brand has more than 4,000 stores in 66 markets, and aims to enter Kazakhstan, Colombia, Iceland and Georgia throughout the year. The company plans to have approximately 500 new stores by the end of financial year 2017.

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