

## Daily Buzz: H&M Scottsdale Update

Written by Claire Perkins

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H&M Scottsdale updates!

*AFM* met with the PR, Event Planning and Expansion H&M whizzes from NYC yesterday. Details!

- The new store will open in Scottsdale Quarter this October or early November (a date is still not set)
- The new store will be 2 stories! :)
- There will be a private opening prior to the actual opening with special shopping experiences and discounts for Scottsdale VIPs, delicious food (caterers are being interviewed) and entertainment flown in from L.A.
- The store MAY open in time for the special Jimmy Choo H&M line to be distributed here, no guarantees
- The store gets new merchandise in every single day, and has a fast turnover, so we don't have to worry about every Scottsdale lady having the same dress.

We are counting the seconds!

*July 17, 2009*