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H&M to open in Scottsdale Quarter

High-fashion,
low-price clothier
may draw shoppers,
broker says

By **DONNA HOGAN**
TRIBUNE

Developers of Scottsdale Quarter, the retail-residential-office project under development southeast of Greenway-Hayden Loop and Scottsdale Road, have landed long-sought global retailer H&M.

The high-fashion, low-price clothing retailer plans to open its first Arizona store in Scottsdale in the spring of 2009, a company

spokeswoman said Thursday.

H&M is one of several landmark stores planning to move into the 365,000-square-foot upscale shopping center across the street from the slightly smaller Kierland Commons, said John Corritore, president of The Corritore Co., the specialty retail brokerage that is brokering the deals.

H&M, corporate name Hennes & Mauritz AB, sells men's, women's and children's clothing. It was founded in Sweden in 1947, and now has 1,500 stores in 28 countries, including 150 in the U.S.

"H&M is one of the most impactful international retailers to land in the United States," Corritore said. "They deliver fashion-

forward designs at price points somewhere between The Gap and Banana Republic. People will drive from all over the Valley to shop there."

When H&M opened a store at Union Square in San Francisco, huge lines formed, he said.

"The U.S. has been one of H&M's most important expansion markets since the company's New York debut eight years ago," H&M said in a release announcing the Scottsdale plans. "H&M strongly believes in the Scottsdale market and is proud to be a part of a growing area that attracts upscale, trendsetting consumers. The one-story location will measure approximately 15,000 square

feet and offer discerning shoppers access to high quality trends and complete looks to dress their own personal style."

Corritore said H&M will be part of the first phase of Scottsdale Quarter, which will include 140,000 square feet of stores and two large parking structures to accommodate the expected influx of shoppers.

Several other first-in-the-market retailers are also targeting space in Scottsdale Quarter, he said. But Corritore wouldn't reveal names.

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