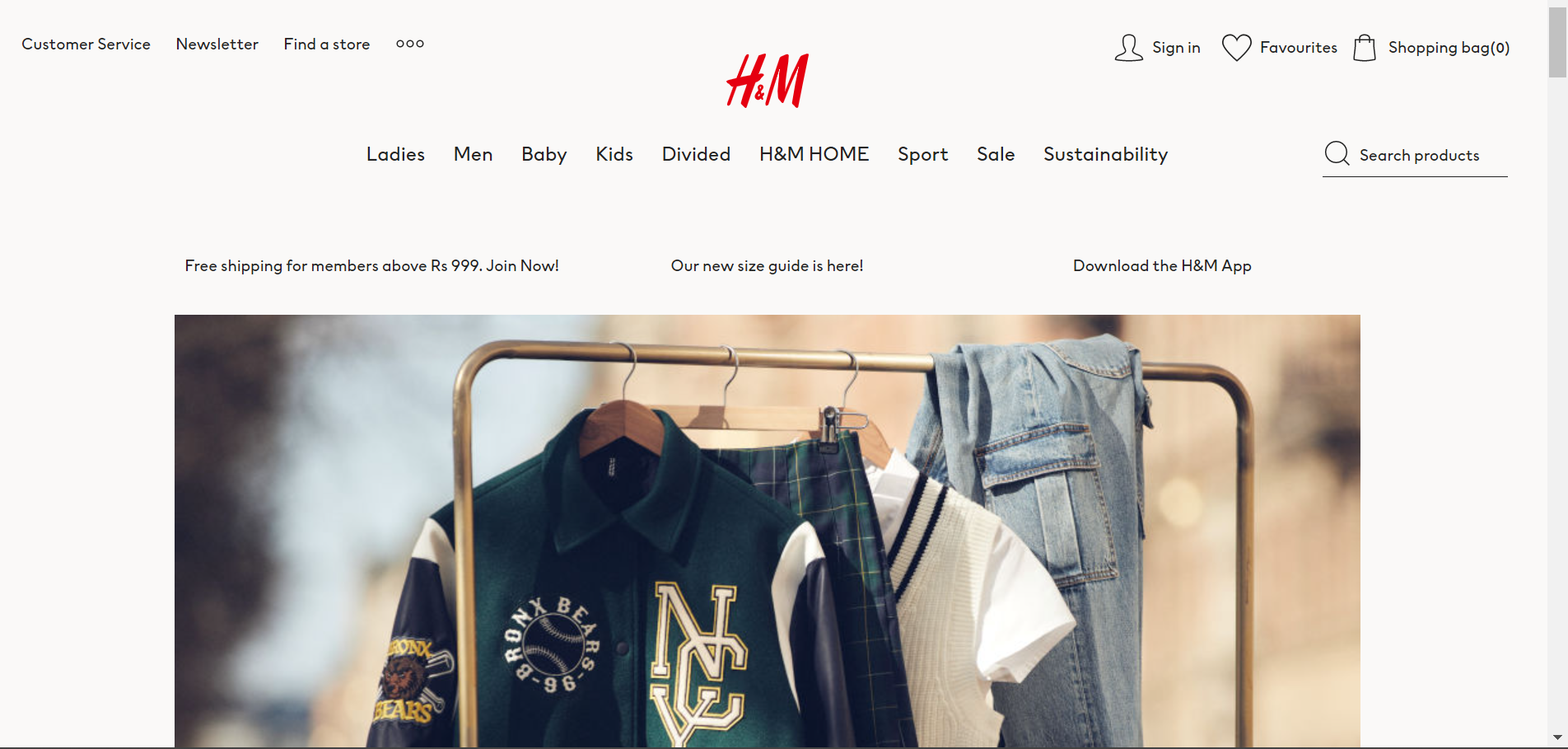
H&M clone(project 2 )



OVERVIEW:

**H & M Hennes & Mauritz AB** or **H&M Group** (abbreviated **H&M**) is a [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) clothing company based in [Sweden](https://en.wikipedia.org/wiki/Sweden). Its focus is [fast-fashion](https://en.wikipedia.org/wiki/Fast_fashion) clothing for men, women, teenagers, and children. As of 2021, H&M Group operates in 75 geographical markets with 4,702 stores under the various company brands, with 107,375[[b]](https://en.wikipedia.org/wiki/H%26M#cite_note-8) full-time equivalent positions.[[7]](https://en.wikipedia.org/wiki/H%26M#cite_note-9)

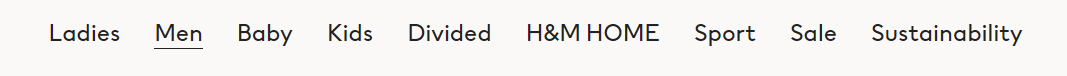
H&M is the largest international clothing retailer only behind Spain-based [Inditex](https://en.wikipedia.org/wiki/Inditex) (parent company of [Zara](https://en.wikipedia.org/wiki/Zara_(retailer))).[[8]](https://en.wikipedia.org/wiki/H%26M#cite_note-10) H&M was founded by [Erling Persson](https://en.wikipedia.org/wiki/Erling_Persson) and its current CEO is [Helena Helmersson](https://en.wikipedia.org/wiki/Helena_Helmersson).

GOALS:

Home page contains different elements such as



The website consists of different categories such as

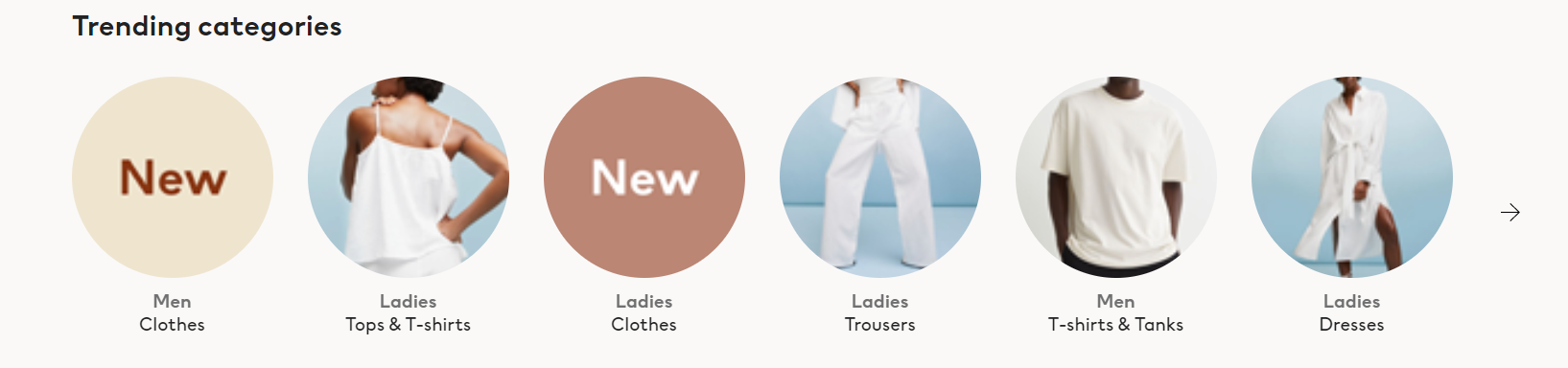


The website also contain search bar , wish list and bag icons .

A picture containing graphical user interface

Description automatically generated

The website is divided into different sections such as trendy categories and new arrival which accommodate new clothing and fashion items for men ,women and kids .



New arrival section

Graphical user interface, application, website

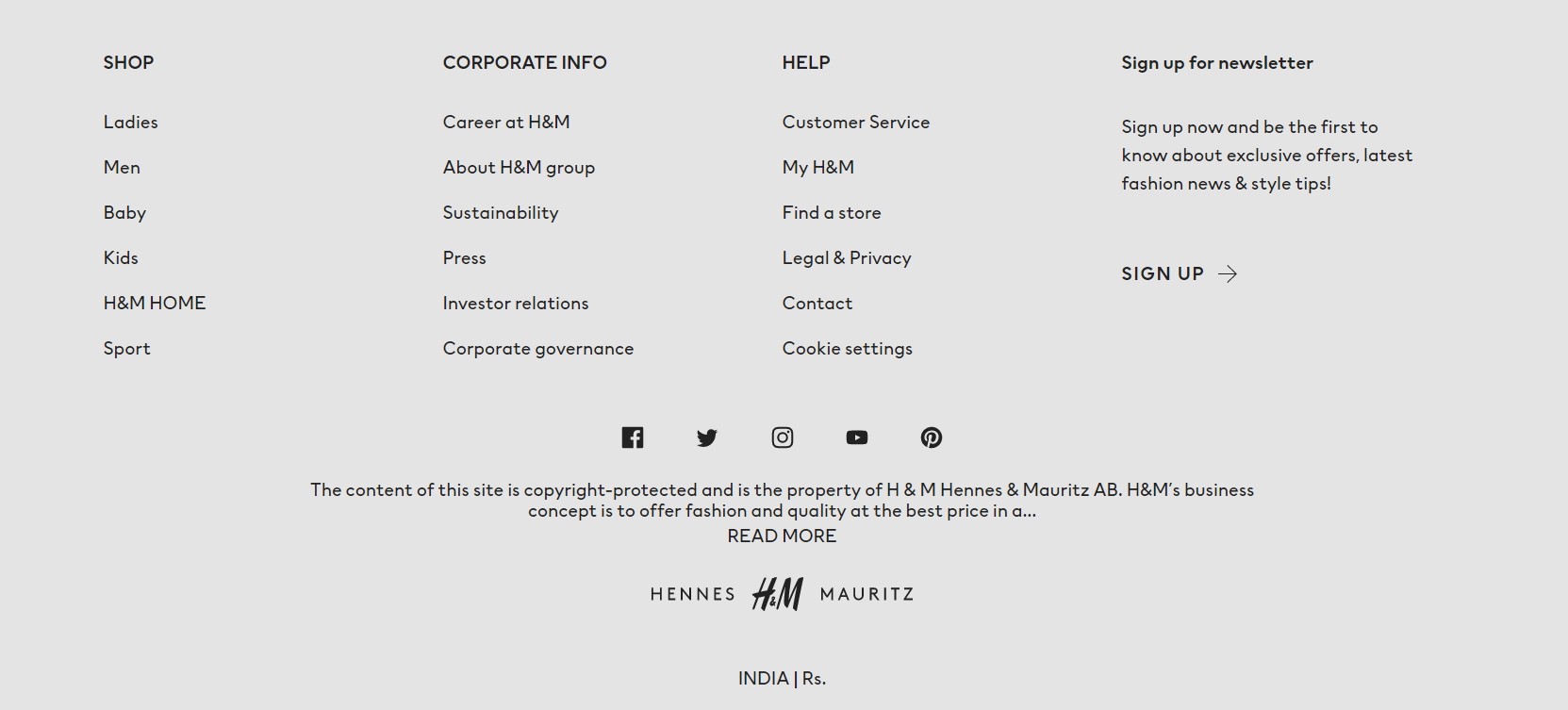
Description automatically generated

The website also has a blog section where people can talk about new trends .

Graphical user interface, website

Description automatically generated

Website first page ends with



TECHNOLOGIES use in H&M :

Thanking you and regards

Pushpinder singh

(edureka student)