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## H&M to open Atlantic Station store June 13

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By NEDRA RHONE  
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Friday the 13th isn't so unlucky for intown shoppers.

Hennes & Mauritz, also known as H&M, will open its first intown store, at Atlantic Station on June 13.

• **Photos: H&M opens in Alpharetta**

The Swedish retailer of inexpensive, trendy clothing made its metro Atlanta debut last week at Alpharetta's North Point Mall. Two more suburban stores, at Mall of Georgia and Town Center Cobb, are expected to open this fall.

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The Atlantic Station location, the largest so far, will also be the most comprehensive in terms of merchandise. Shoppers will find clothing and accessory lines for men, women and children.

The company has gained fame with designer collaborations that have included Madonna, Karl Lagerfeld and Roberto Cavalli. This fall, designs from Rei Kawakubo, head of Japanese fashion label Comme des Garçons, will likely show up at the Atlantic Station store.

On opening day, as has become tradition for H&M, there will be giveaways including shopping passes valued from \$10 to \$500 and free t-shirts for the first 300 shoppers.

The store opens at noon.

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