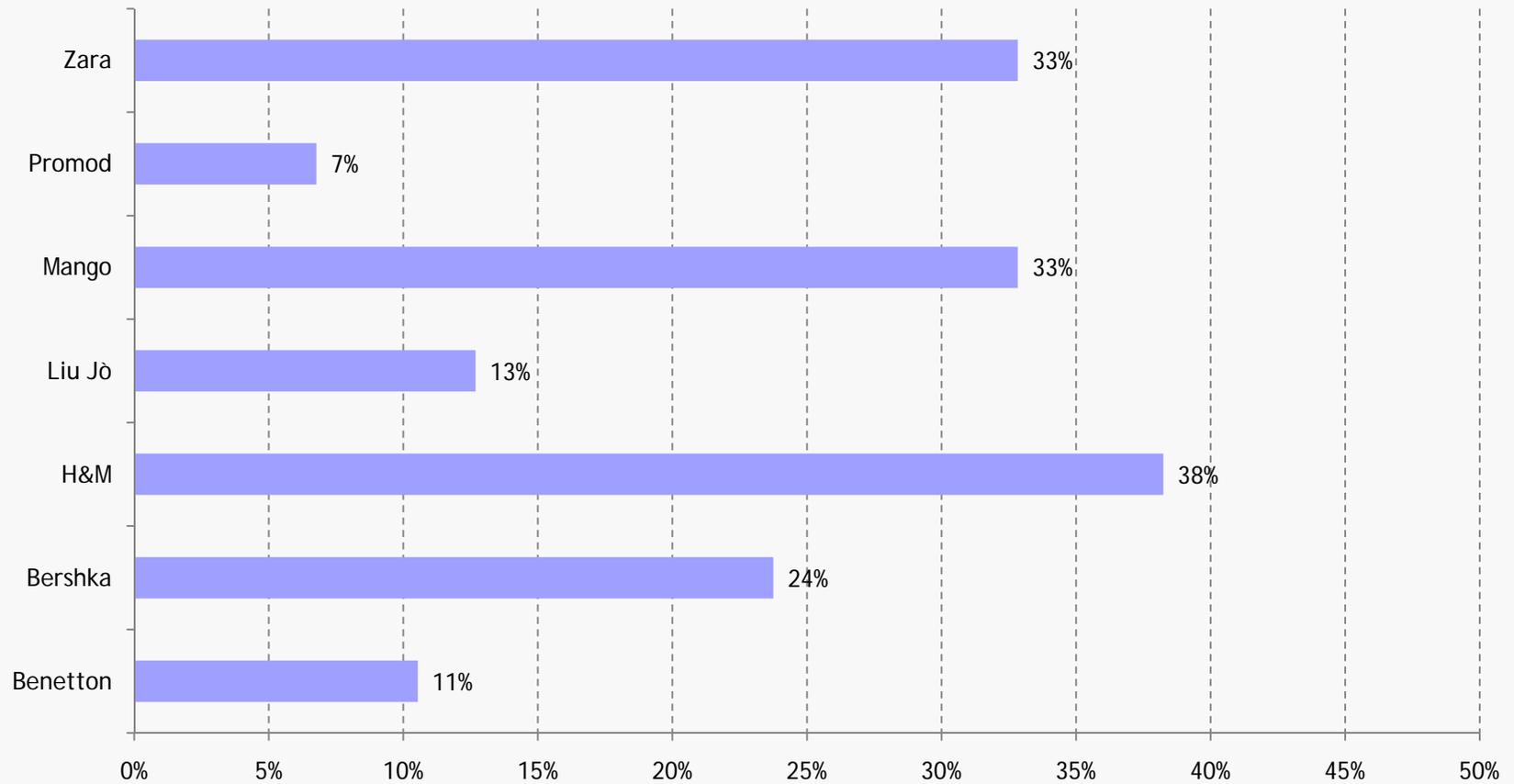


## Womenswear Range Width change S/S 2009 vs 2007

All brands show an increase in total number of options. H&M, Zara and Mango lead the growth with more than 30% change compared to 2007. In H&M and Zara this is partly due a store extension. Overall, the panel shows a range width grow of 25%



Source: Ispira audit apr '07 and apr '09, same store, Milan

