

Interbrand Acquires London Design Consultancy HMKM

LONDON (24 February 2014) – Interbrand, the world’s leading brand consultancy, today announced that it has acquired one of the UK’s leading international retail design consultancies, HMKM.

In today’s competitive marketplace, it is crucial for retailers to consider their brand proposition and ensure it is brought to life in a relevant, differentiated and consistent manner. The move, which recognizes the importance of brand experience in an increasing digital and omnichannel retail environment, brings together two highly complementary companies, uniquely prepared to meet the challenges of the current retail landscape.

HMKM specializes in creating high-end, multidimensional retail environments for clients such as Selfridges, Galeries Lafayette, Nike, Breuninger and Bloomingdale’s. The integration of London-headquartered HMKM will allow it to benefit from Interbrand’s global presence as well as from the breadth and depth of its strategic and creative offerings and services.

“Retail brand experiences continue to evolve at a rapid pace,” said Jez Frampton, Global Chief Executive Officer of Interbrand. “While physical stores will remain an essential point of access for the brand, those retailers that strategically integrate digital touchpoints will have the potential to revolutionize the brand experience. HMKM’s expertise in delivering holistic retail concepts, combined with Interbrand’s creative and strategic thinking, will bring tremendous value to our clients, creating richer and more engaging experiences seamlessly across channels and environments.”

The acquisition further strengthens Interbrand’s position in the retail sector. Interbrand has developed branded retail environments for clients such as Starbucks, Honda, Piaget, Sephora, and Volcom. Interbrand’s retail work has been instrumental in driving higher profit margins and brand loyalty, in addition to receiving Red Dot Awards, Rebrand 100, and the Transform awards.

“Retail in all of its expressions is constantly evolving,” said Alison Cardy, Managing Director of HMKM. “In this omnichannel era, it is vital for brands to continuously review their physical, virtual and emotional expressions in order to remain relevant to an increasingly sophisticated, intelligent and brand savvy consumer. The combined creative expertise of HMKM and Interbrand makes for an exciting future for all of us and for existing and future clients.”

To watch Jez Frampton, Global CEO of Interbrand, and the Directors of HMKM discuss the opportunities around Interbrand’s acquisition of HMKM please visit:
<http://vimeo.com/87470670>

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About Interbrand

Founded in 1974, [Interbrand](#) is the world's leading brand consultancy. With nearly 40 offices in 27 countries, Interbrand's combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively, across all touchpoints, in all market dynamics. Interbrand is widely recognized for its annual Best Global Brands report, the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report, which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created brandchannel.com, a Webby-award winning resource about brand marketing and branding. For more information on Interbrand, please visit us at www.interbrand.com and follow us on [Twitter](#) and [Facebook](#).

About HMKM

Established in 1990, [HMKM](#) is an award winning and internationally acclaimed multi-disciplined design consultancy based in London's Soho. HMKM is globally recognized for creating unique and highly compelling retail brand experiences for clients including Selfridges, Galeries Lafayette, Harrods, Breuninger, The Mall Group, Furla and Lulu Guinness to name just a few.

Our home is London. Our clients are Global.

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