

Michelle Obama PR boost for H&M

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Friday, 11 February 2011 08:57 - Last Updated Friday, 11 February 2011 09:29

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American fashion critics and chic bloggers are in shock. Michelle Obama, the First Lady of the United States, made an appearance on NBC's Today Show outfitted in a \$34.95 dress from none other than H&M.

For the Swedish cheap'n'chic fashion group it's a massive PR boost.

"We think it is great fun and flattering that Michelle Obama, who is so stylish and has a very cool style, has H&M clothes in her closet," H&M spokesperson Charles Nemlin told marketing magazine Resumé.

Never shying away from bold colors, she gave her navy-and-white print a personal touch by adding an orange obi-style belt and pairing it with bright yellow pumps.

When asked about being a style icon, she Michelle Obama, "I take it as a compliment. It's not something I focus on... Everybody's got to get dressed in the morning and put on something. I hope people find it nice, but it's not something I focus on."

Many Americans, however, seemed to like her way of dressing. In a Hollywood Gossip poll more than 55 percent of the readers said the dress was "Gorgeous, and what a bargain!" while only 23 percent said they were "Not a fan at all".