

personal statement

At a very early age I became interested in the art and design world. As I grew, I was influenced by the many profound genres of our past and present time. Design is not only a passion, it is a means of communication, in whatever form it chooses to be and without limitation. It gives me the opportunity to express myself personally, as well as providing a way to problem solve by fusing both logic and creativity. The graphic design world is beautiful, inspirational and infinite. I would not be the individual I am today without it.



h&m annual report

Branding & Publication

H&M is an international clothing company that designs fashion forward trends, at affordable prices, for young adults. A comprehensive 2010 Annual Report was created showcasing an array of charts, graphs and tables to help make the content more visually appealing. The overall look of the company was maintained through the use of corporate colors, vivid imagery and simple design attributes.

typefaces: Bodoni MT Std, Abadi MT Std

materials: book board, leather, paper, color transfer

format: perfect-bound, interactive

[7.5 x 10 in]



auditor's report on corporate governance

To the Annual General Meeting of H&M Hennes & Mauritz AB (publ), corporate identity number 556042-7220

ASSIGNMENT AND DIVISION OF RESPONSIBILITY
We have reviewed the corporate governance report for the year 2010 on pages 35-45. The corporate governance report is the responsibility of the Board of Directors, which is responsible for the report being prepared in accordance with the Swedish Annual Accounts Act. Our responsibility is to express an opinion on the corporate governance report based on our review.

ORIENTATION AND SCOPE OF REVIEW
Our review was conducted in accordance with RevU 16, Auditors' review of the corporate governance report. This means that we planned and performed the audit in order to obtain a high, but not absolute, degree of assurance that the corporate governance report is free from material misstatement. An audit includes examining, on a test basis, evidence supporting the information in the corporate governance report. We believe that our audit provides a reasonable basis for our opinion set out below.

STATEMENT
A corporate governance report has been prepared. The corporate governance report is consistent with the annual report and the consolidated accounts.

Erik Åström
Erik Åström, Authorised Public Accountant
ERNST AND YOUNG, AB
STOCKHOLM, 2011



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[MMV] ANNUAL



chairperson's report

INTRODUCTION

It is my privilege to present this report as the Chairperson of H&M Clothing Company. I feel honored to have been part of the dedicated team of people that make up the Management Committee and staff. It is this "team" that made it another successful year where creativity and inspiration has thrived. This year has been successfully busy from both a governance and operational perspective. We have successfully worked with a diverse group of people across the globe. This report will highlight some of the challenges of 2009-10 but most of all, it will celebrate the many achievements. Firstly, I would like to acknowledge the fantastic people that are involved in this company. Every time I enter, I am inspired by these individuals that have meant a relatively small service has led and inspired best practice. I particularly want to thank the staff. There have been times over the last 12 months that have presented challenges and I thank you for showing leadership, initiative and flexibility to ensure we continue to grow. In line with our governance responsibilities the management committee has undertaken activities to review the strategic plan for the 2009-2012 period. The targets were: diversified and increased revenue through earned income, fundraising, donations and grants, increased investment in the H&M Global Trust, partnerships with strategic financial and program outcomes and a greater use of each store for vibrant and targeted programs.

GOALS

The review indicated that we are on track to complete most of our identified goals. Over the last twelve months there have been a number of significant funding, including activities that also raise the profile of the company. New York's Fashion Week. Successes such as these reflect the commitment of the company and corporate leaders to be flexible and responsive to the needs of the market. H&M has shown an ongoing commitment to provide more value for our customers. Even with this ongoing commitment to implement wage increases, we have been able to finish the financial year with additional funds to invest in the H&M Global Trust. A vote of appreciation goes to Kristina.

Cassandra Roland
Cassandra Roland, Chairperson
H&M HENNES & MAURITZ AB
STOCKHOLM, 2011

SUMMER 2010 WOMEN
stockbyte, 7 July 2011
H&M catalogue
diamonds galore \$75

H&MCLOTHING.COM

H&M

income statement

1 DECEMBER – 30 NOVEMBER

	2010	2009
Sales including VAT	126,966	118,697
Sales excluding VAT	108,483	101,393
Cost of goods sold, Note 3, 4	-40,751	-38,919
GROSS PROFIT	68,269	62,474
Selling expenses, Note 6, 8	-40,751	-38,224
Administrative expenses, Note 6, 8, 9	-2,859	-2,606
OPERATING PROFIT	24,659	21,644
Interest income	356	467
Interest expense	-7	-8
PROFIT AFTER FINANCIAL ITEMS	25,008	22,103
Tax, Note 10	-6,327	-5,719
PROFIT FOR THE YEAR	18,681	16,384
All profit is attributable to the shareholders of the parent company H&M Hennes & Mauritz AB	11.29	9.90
Earnings per share, SEK*	1,655,072	1,655,072
No. of shares, thousands*		

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AUTUMN 2010 WOMEN
stockbyte, 7 July 2011
H&M catalogue
jean vest \$25

H&MCLOTHING.COM

H&M

invitation to the agm

GENERAL INFORMATION
The Annual General Meeting 2011 will be held at Victoriahallen, Stockholm Fairs, Stockholm, on Thursday 28 April at 3 p.m.

Shareholders who are registered in the share register print-out as of Wednesday 20 April 2011 and give notice of their intention to attend the AGM no later than Wednesday 20 April 2011 will be entitled to participate in the AGM. Shareholders must provide their name, civil identity number and telephone number (daytime) when providing notice of their intention to participate.

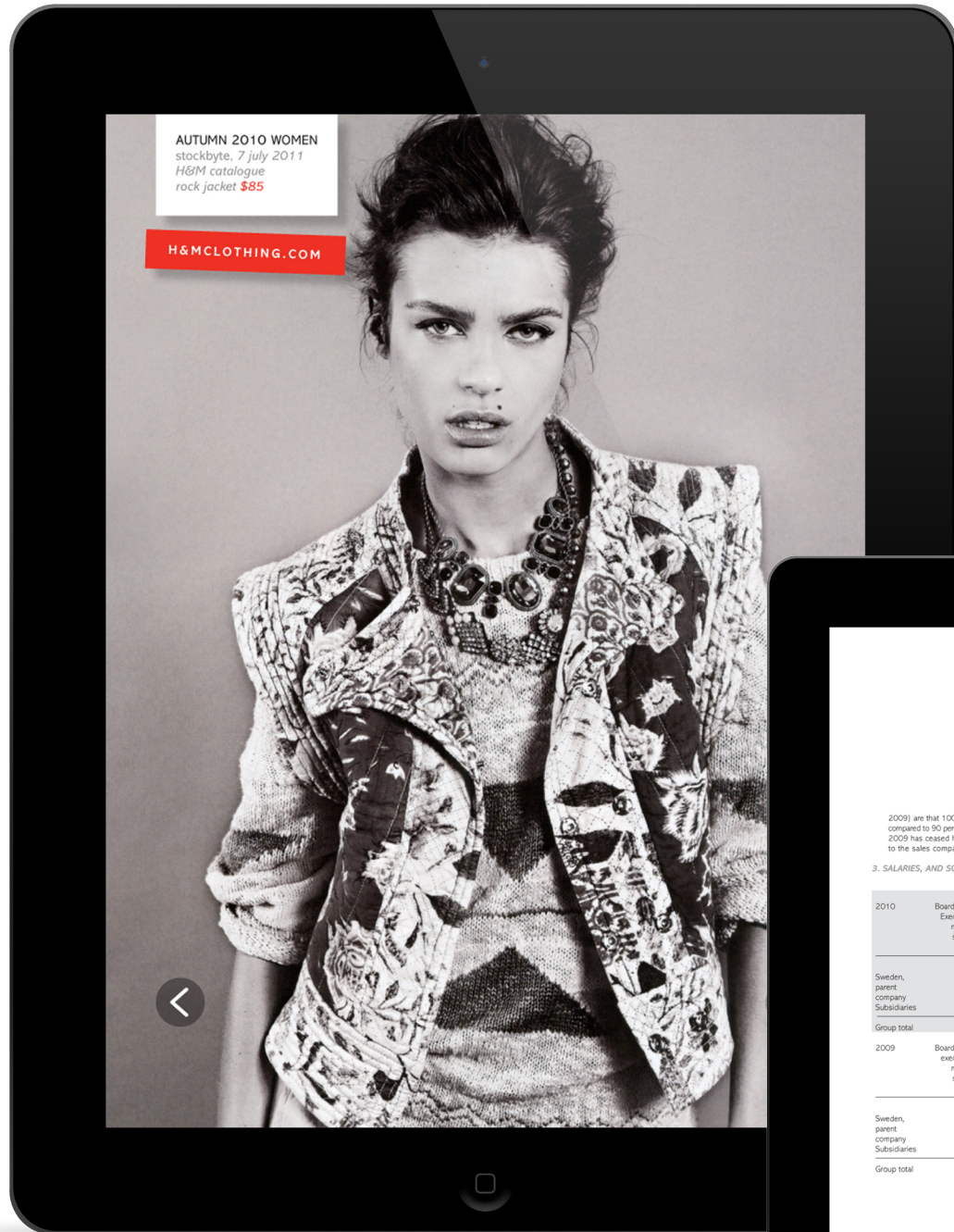
NOMINEE SHARES
Shareholders whose shares are registered in the name of a nominee must re-register their shares in their own name in order to be entitled to participate in the AGM. In order to re-register shares in time, shareholders should request temporary owner registration, which is referred to as voting right registration, well in advance of 20 April 2011.

NOTICE OF ATTENDANCE
Shareholders must provide notice of their intention to participate in the Annual General Meeting by post, fax, telephone or via H&M's website to:

H&M Hennes & Mauritz AB
Head Office/Carola Ardenin
SE-106 38 Stockholm
Sweden
Telephone: +46 (0)8-796 55 00
Fax: +46 (0)8-796 55 44
www.hm.com/arsstamma

DIVIDEND
The Board of Directors and the Managing Director have decided to propose to the Annual General Meeting a dividend for 2010 of SEK 9.50 per share. The Board of Directors has proposed 3 May 2011 as the record day. With this record day Euroclear Sweden AB (formerly VPC AB) is expected to pay the dividend on 6 May 2011. To be guaranteed dividend payment, the H&M shares must have been purchased no later than 28 April 2011.

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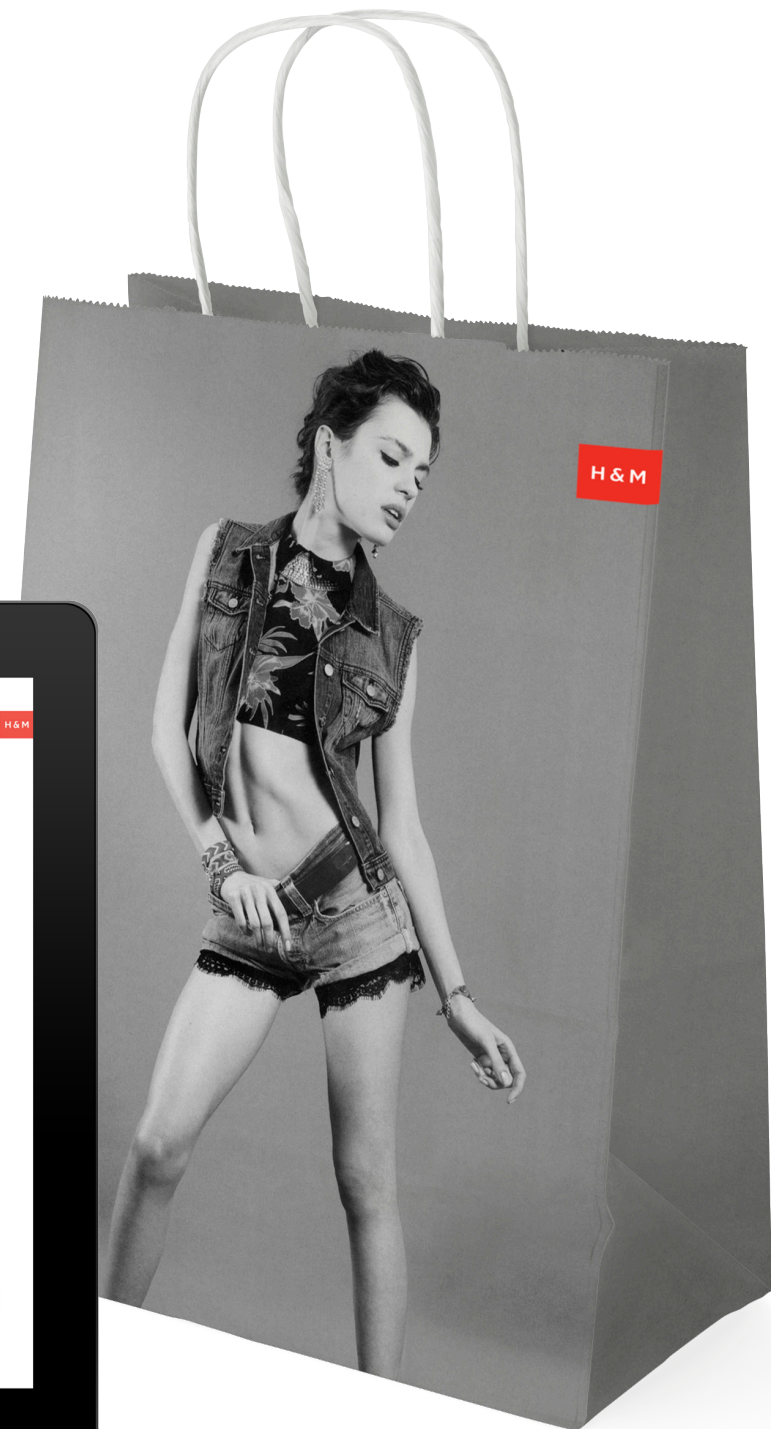
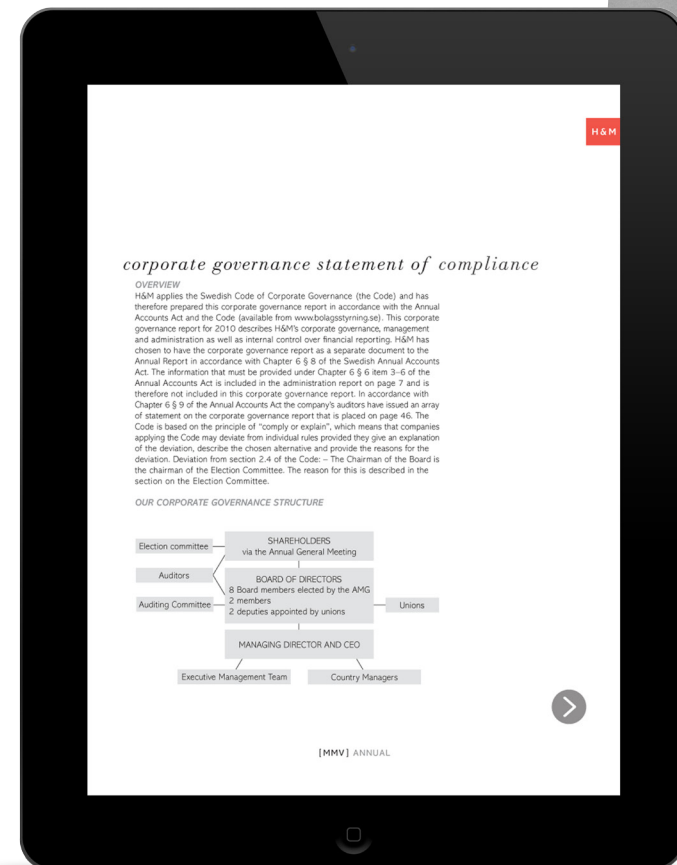
2009) are that 100 percent of the Group's product buying is currency-hedged compared to 90 percent previously, and that the company as from 1 December 2009 has ceased hedging the internal mark-up on the internal flow of goods to the sales companies

3. SALARIES, AND SOCIAL SECURITY COSTS 2010

	Board, MD, executive mgmt. salary	Salary, other employees	Social sec. costs total	of which pens. total	of which pens. Board, MD, exec. mgmt.
Sweden, parent company	64	477	268	94	12
Subsidiaries	61	13,581	3,067	156	7
Group total	125	14,058	3,335	250	19

	Board, MD, executive mgmt. salary	Salary, other employees	Social sec. costs total	of which pens. total	of which pens. Board, MD, exec. mgmt.
Sweden, parent company	54	408	240	81	28
Subsidiaries	61	13,015	2,862	140	6
Group total	115	13,423	3,102	221	34

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saul bass: communication in motion

Branding, Publication, Website

Saul Bass, who is still considered to be one of the most influential graphic artists today, is also known for his modern stylization of line, shape and color. An informational catalog was created elaborating on the artist's personal philosophies, influences and most famous works in branding, film and publication. A wide range of colors and simple shapes were used to simulate the same iconic appearance. An associated website was also designed and constructed to make the material available digitally.

typefaces: Bodoni MT Std, Futura LT

materials: cardstock, paper

format: perfect-bound, interactive

[7.5 x 7.5 in]



It's a mad, mad, mad, mad world
 Much like its title suggests, Bass' goal was to get across a feeling that would create a sense of madness and keep the audience continually surprised and amused. The sequence itself is a three minute animated cartoon which unleashes a series of visual puns on a symbol of the world.



...tributed his legendary talents
...Robbins' screen adaptation
...ant on the film, but
...tale exceeded his
...amous protégé
...g jets and
...y in a turf
...The
...nd

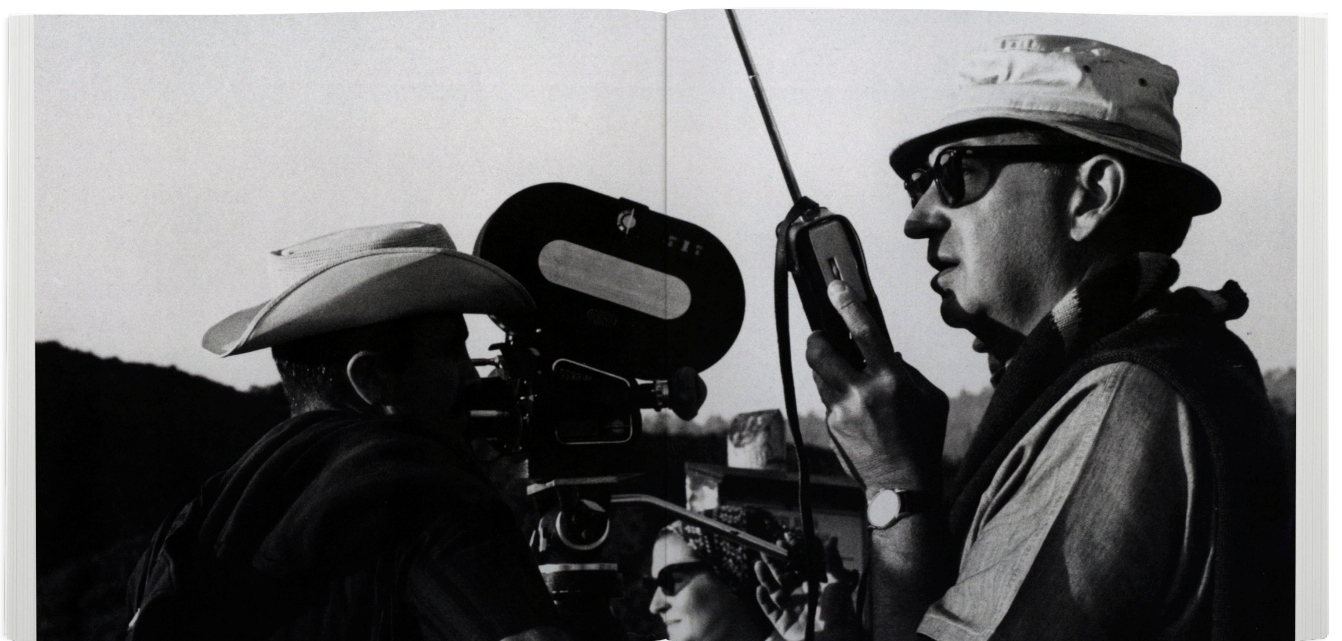


below: Storyboard Sketches [1957]
Elaine and Saul Bass' sketches for
West Side Story's opening dance

01 02 03 04

Although roughly drawn, these
have absolute perfection in their
simplicity. Upon closer inspection,
the colorful drawings do show some
trademark Bass characteristics.
They're also a reminder of how
passionately involved the artist was
with all of his projects.

SAUL BASS: COMMUNICATION IN MOTION 7



designs of German designer, Lucian Bernhard. While working, Bass gained valuable experience in rendering and refining roughs as well as gaining an affinity for typography, an attribute which is a defining characteristic in his pieces. In 1940, he became annoyed by the cluttered style of art that was popular at the time and soon vowed to never again to return to movie ads. His new venture, working at the Blaine Thompson Company, led him to meet Gyorgy Kepes, a Hungarian born artist, designer and teacher. His publications featured work heavily influenced by the Bauhaus and other modern design movements. Kepes, who had also partnered with Moholy-Nagy while in Germany, helped transform the ways in which Bass thought about design. Kepes took an intellectually-based approach and believed that visual tensions produced by certain combinations of elements form the basis of a universal language of vision. He also stated that graphic design could play a major role in changing the world because they were less traditional than the norm. These notions supported Bass' beliefs and artistic qualities and helped to justify his dynamic stylization more than ever before. He sometimes elaborated that Kepes had opened up a new world for him.

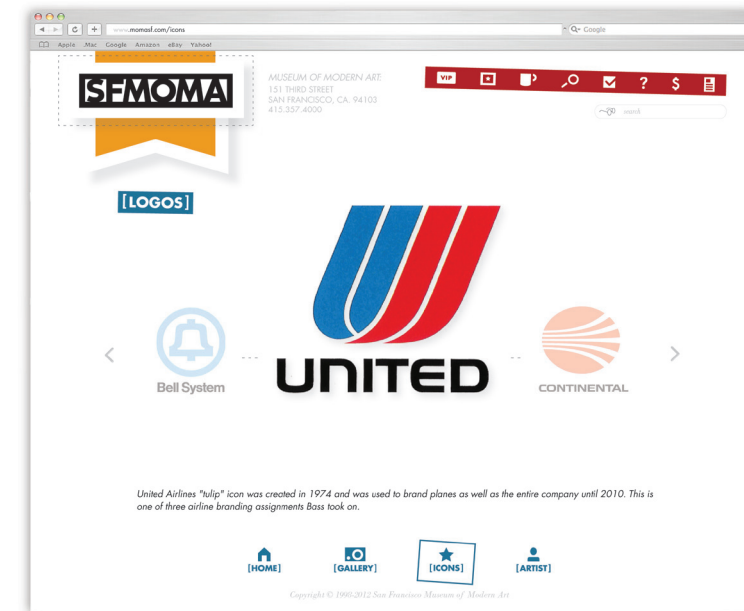
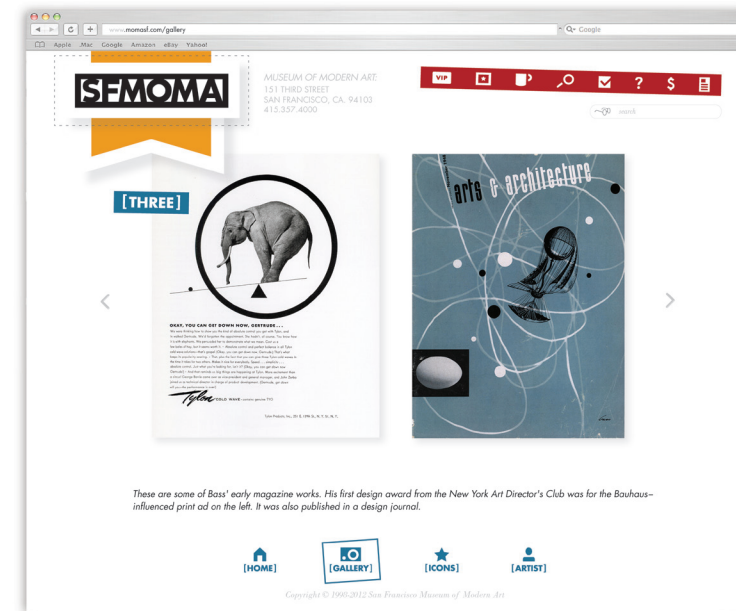
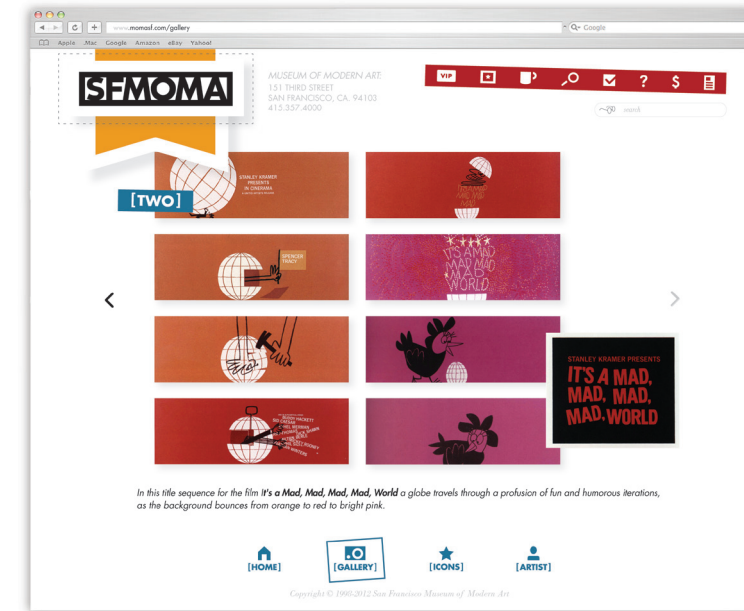
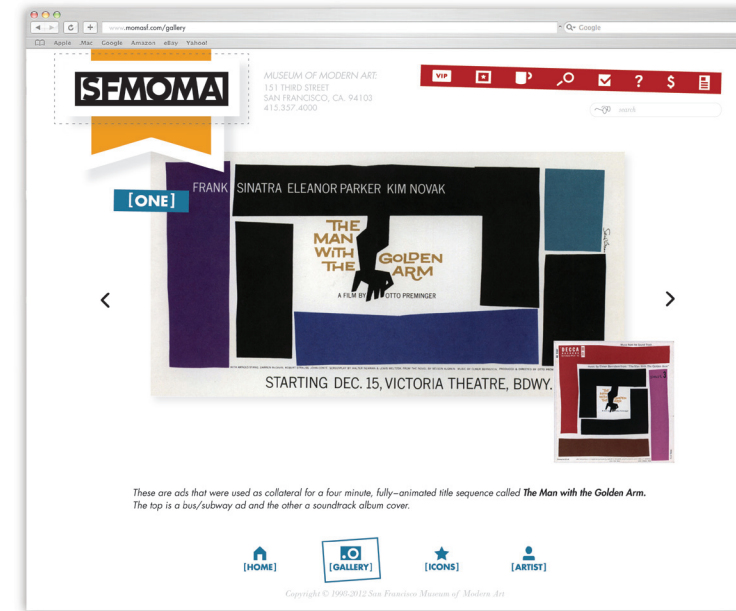
"TRAFTON BROUGHT ME INTO THE ROOM AND LED ME TO THE DOOR. I TRIED IT, BUT IT WOULDN'T OPEN. AND KEPES SAID 'TO THE LEFT.' I TURNED IT, THE DOOR OPENED."

decorative marked his work thereafter, and he developed greater facility with, among other things, montage and the expressive possibilities of lettering and typography. Through his friendship with Kepes, Bass was privileged enough to meet famous graphic designers such as Alexey Brodovitch, Will Burtin, Herbert Matter and Paul Rand. In the early 1950's, Bass found new levels of confidence and his work increasingly gave way to a more distinct personal style. Traces of earlier influences resurfaced as his designed moved more to the dramatically simplified forms, flat color, single image and minimal text seen in the early twentieth-century German posters that he had admired in his youth. Bass spoke of being inspired by other graphic

01 02 03 04

below: Composition Study [c.1957]
One of Bass' many sketches after
exploring the form, color, shape and
composition of works by Rubens.







nutrifacts

Branding & Application

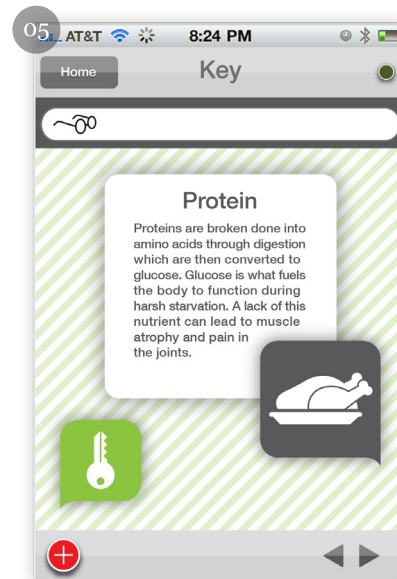
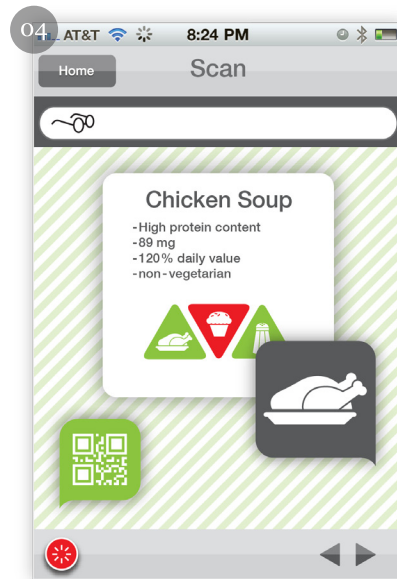
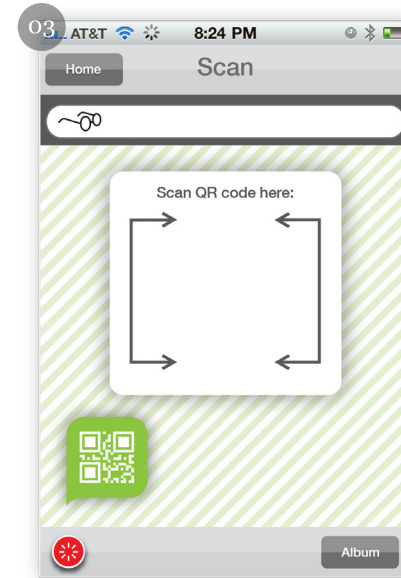
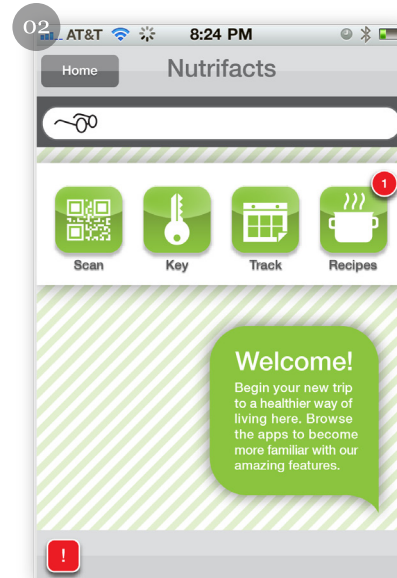
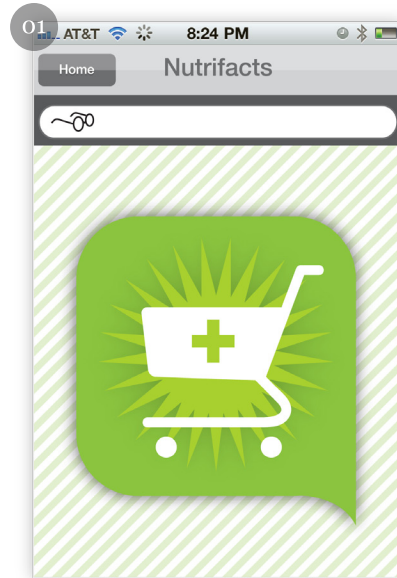
Nutrifacts is an innovative iPhone application that makes the government's standard nutritional facts more aesthetically appealing by providing accessibility in design and interactivity. A bright, clean layout and use of modern icons allow the user easy navigation through the program.

typeface: Helvetica Neue

materials: iPhone4

format: interactive

[2 x 3.5 in]





mysteries of history

Branding, Packaging & Application

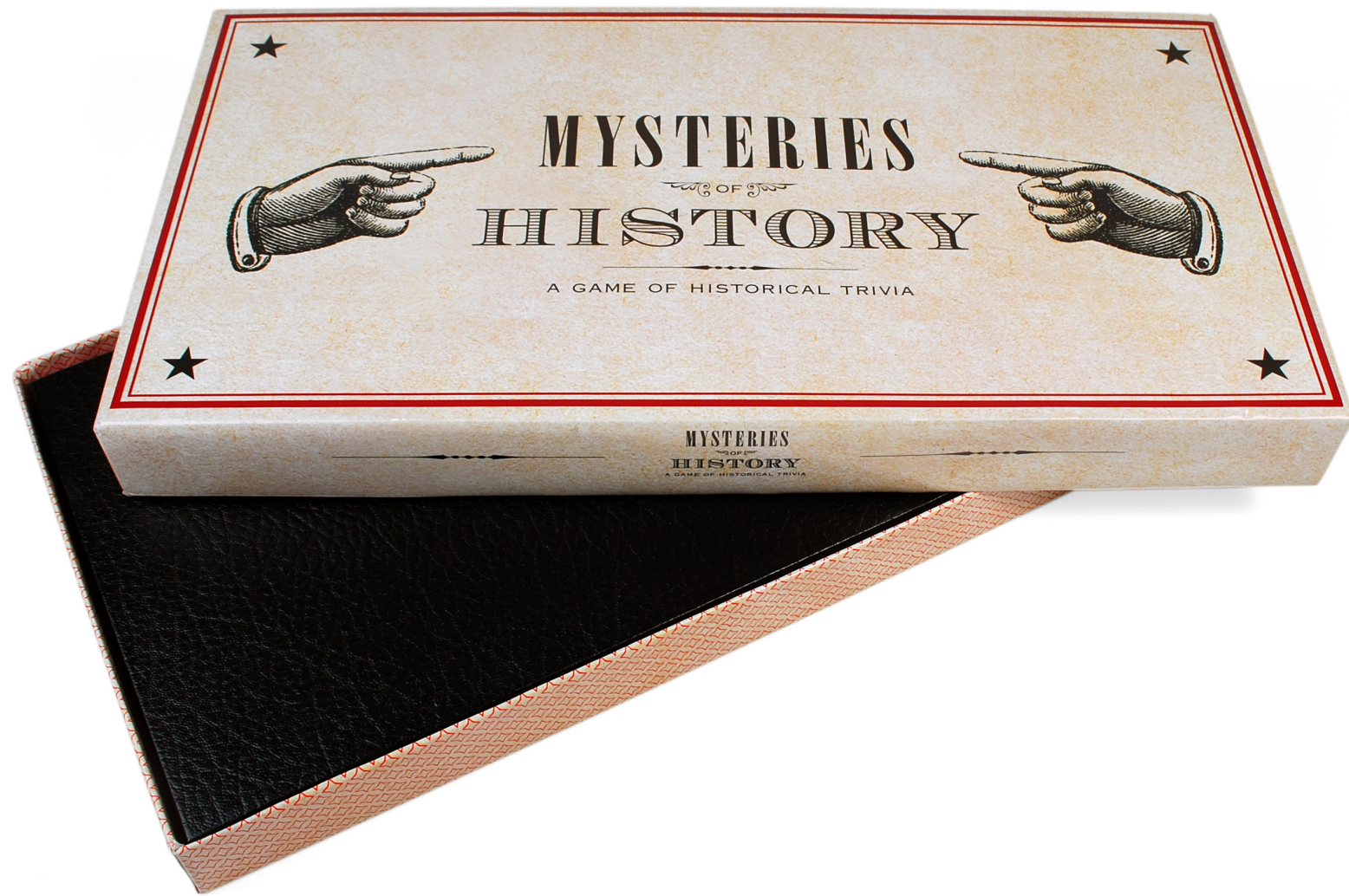
Mysteries of History is a vintage-inspired board game created in both printed and interactive formats. It involves popular, historical facts from the early part of the 1900's. A deck of cards present an array of trivia questions covering the areas of fashion, invention, nature, transportation and music present during that time. Much attention was focused on the detail of the imagery and the exploration of various typography styles.

typefaces: Copperplate, Goudy Old Style, Monotype Corsiva, ornamental type

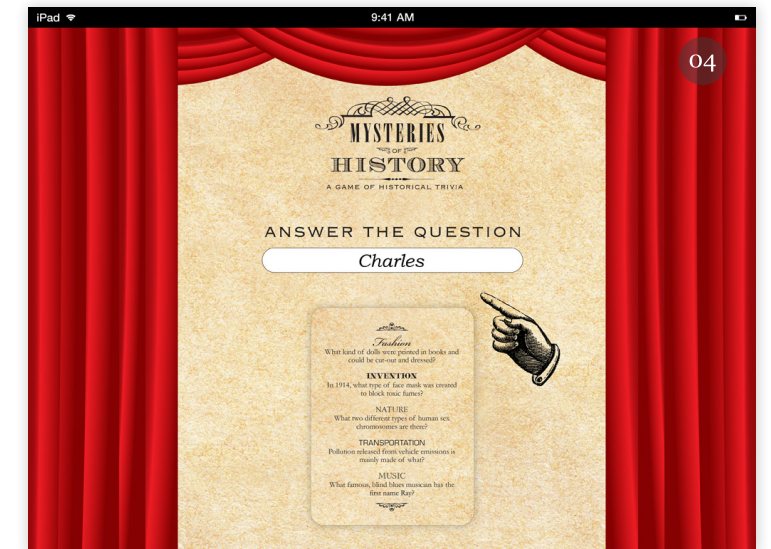
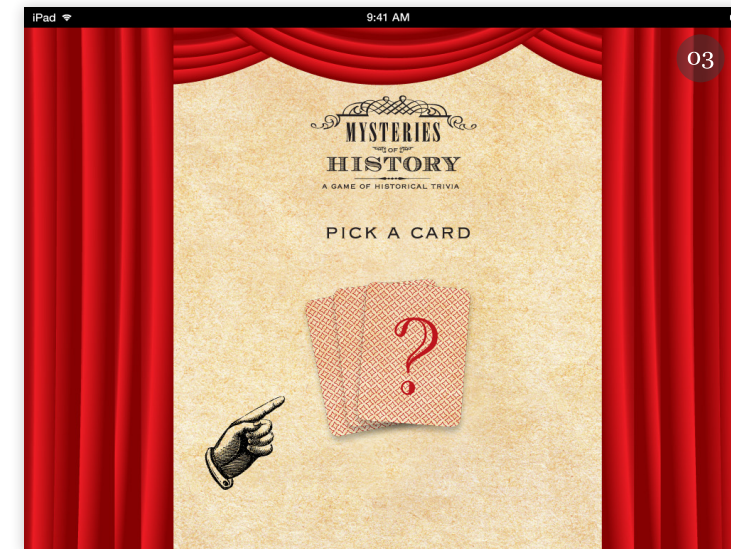
materials: cardboard, book cloth, paper, color transfer

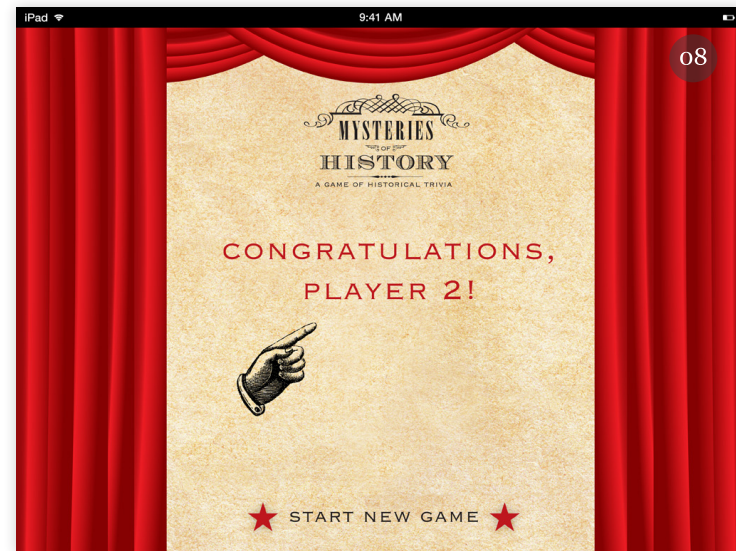
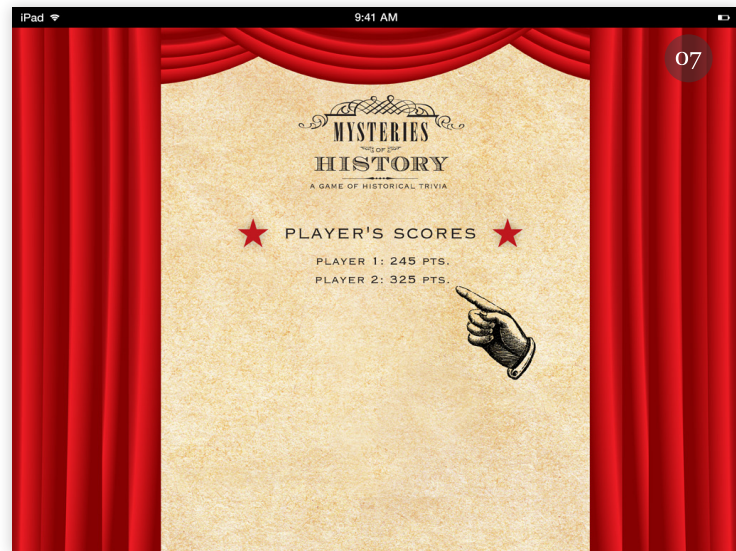
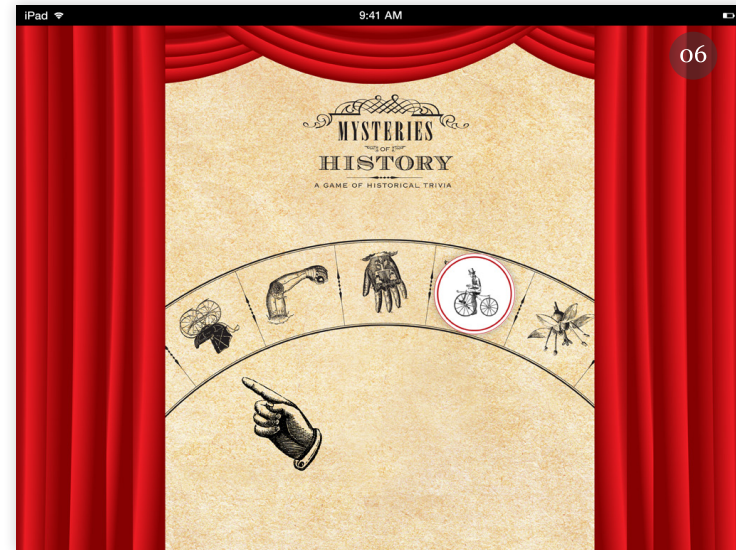
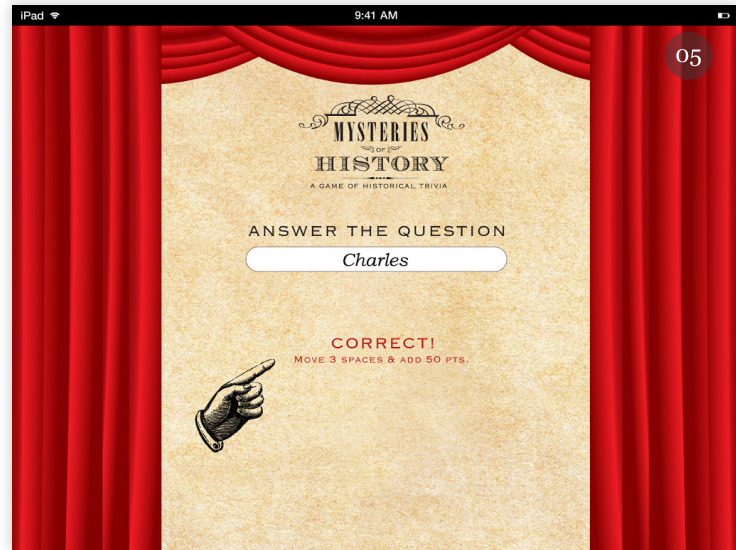
format: formal packaging, interactive

[17.75 x 9.25 x 1.75 to .5 x .5 x .5 in]











one sober shot

Branding & Publication

One Sober Shot is a conceptual coffee table book designed to provide the history and distillation processes of different types of liquor. Colorful, vector-based illustrations counterbalance a clean layout and subtle cover. A belly band seals the publication's exterior as well as adding a unique labeling system for various products.

typefaces: Baskerville MT Std, Century Gothic

materials: book board, book cloth, paper, cardstock, glass

format: perfect-bound

[8.5 x 5 in]



(whiskey)-history

The knowledge of distilling was discovered somewhere in Asia around 800 BC. Initially the technique was only used to make perfume, but there is evidence that the Chinese also distilled liquor from rice at this time. It is unclear exactly how the knowledge of distillation found its way to the British Isles, but we know that the craft was brought to Europe by the Moors. What most likely happened then was that the knowledge spread through Europe's monasteries. A common theory is that it was St. Patrick, the Patron Saint of Ireland, who brought the art with him when he came to Ireland as a Christian Missionary.

the word

In any event, the knowledge at some point came to the Celts who used it to make their Uisge Beatha, which is Gaelic for "water of life." We have the Celts to thank for the word whiskey since whiskey can be derived from the Gaelic word Uisge.

first production

The year 1494 is a milestone in the history of whiskey. This is the first written proof of this liquor being produced in Scotland. As

with many other crafts, the ways of distilling soon spread outside of the monasteries, and it came to be produced on almost every farm in Scotland.

union

The Act of Union, in 1707, united the parliaments of Scotland and England. The treaty was the result of political and economic factors which all indicated that a union would be mutually beneficial. The government naturally wished

(OSS) miranda bohna 7



drink focus

manhattan
2 1/2 oz. choice whiskey
1/2 oz. sweet vermouth
dash of bitters

Pour all ingredients into a shaker. Add ice and shake vigorously for 10 seconds. Strain liquid into a chilled martini glass and add a maraschino cherry for a garnish.

(whiskey)-distillation

First, top quality barley is steeped in water and then allowed to seed. During germination, the grain slowly changes into malt where the starch in the grain is made ready to be converted into sugars in the mash tun. Drying in a kiln stops the germination process. At the kilning stage, the desired level of peating for each individual distillery is carried out.

mashing

The mashing process begins as the barley is soaked in water for two to three days in steep tanks. The soaking increases the moisture content of the grains which in turn kick starts the germination process. The barley is then moved to a mashing facility where the germination continues. The point of the mashing is to convert the starch in the grains into sugars which will feed the yeast during the fermentation stage. Heat is produced during the germination so it is important to always turn the barley continuously to keep the temperature even. If the temperature rises above 22°C the grains will die and the process of converting the starch into sugar

will be halted. In a tiny traditional mashing floor the barley is turned by hand with shovels called shiels.

germination

After germination is completed it is necessary to prevent the grain from developing further, thereby using up its food supply. This is accomplished in a small kiln where the malt is dried to remove enough moisture from each grain so that further growth is halted.

kiln

A kiln is a two story building where the upper floor is perforated to allow hot air to pass through from below. The lower floor contains

“Too much of anything is bad, but too much of amazing whiskey is barely enough.”

a furnace where bricks of peat are burned to generate heat and smoke. The heat and smoke rise through the perforations and dry the green malt. It is during this stage that the malt gains its characteristic "peat reek". The kiln with its pagoda roof is the most apparent characteristic of the traditional whiskey distillery. The roofs are designed to draw the smoke upwards quickly.

(OSS) miranda bohna 11





distillation

agave plant remains a manual effort. ...
 farming technologies, and stretching back ...
 agave is planted, tended, and harvested by ...
 harvest it, the "madones" possess generations ...
 plants and the ways in which they need to be ...

harvest

The workers must be able to work swiftly and in the tight rows, pull out the agave offspring without damaging the mother plant and decide when each plant is ready to be harvested. Too soon and there are not enough sugars, too late and the plant will have used its sugars to grow a 20–40 foot high stem, with seeds on the top that are then scattered by the wind. The offspring, weighing 40 to 70 pounds, are cut away with a special knife called a coa.

fermentation

They are then shredded, their juices pressed out and put into fermentation tanks. Some tequila

distillation

The fermented product is then distilled once to produce what is called "ordinario", a cloudy or milky liquid, and then distilled for a second time to produce a clear silver Tequila. Some distilleries distill the product again to make

companies still use the traditional method in which the offspring are crushed with a tahona, or stone wheel. The agave juice and the fibers are then fermented in either wood or stainless steel vats for several days to convert the sugars into alcohol. Each tequila company keeps its own yeast a closely guarded secret.



(vodka)·history

Vodka is the dominant spirit of Eastern Europe. It is made by fermenting and then distilling the simple sugars from a mash of pale grain or vegetable matter. Vodka can also be made from potatoes, molasses, beets, and a variety of other plants. Rye and wheat are the classic grains for Vodka, with most of the best Russian blends being made from wheat while in Poland they are mostly made from a rye mash. Molasses, a sticky, sweet residue from sugar production, is widely used for inexpensive, more abrasive, mass produced brands of Vodka. Vodka is the dominant spirit of Eastern Europe. It is made by fermenting and then distilling the simple sugars from a mash of pale grain or vegetable matter. Vodka can also be made from potatoes, molasses, beets, and a variety of other plants. Rye and wheat are the classic grains for Vodka, with most of the best Russian blends being made from wheat while in Poland they are mostly made from a rye mash. Molasses, a sticky, sweet residue from sugar production, is widely used for inexpensive, more abrasive, mass produced brands of Vodka.

“Money, like vodka, turns a person into an eccentric.”

first introduction
 The infamous word “vodka” has been evident since the early part of the 17th century and is likely a derivative of “voda,” which means water. In the past, other names were also used such as bread wine, korchma or korchma wine, distilled wine, burning wine, burnt wine and bitter wine. It is thought, that vodka’s ancestor, a strong drink called aqua vitae, was first brought to Russia by a group of Genoese merchants on their way to Lithuania. These men ventured to Moscow, where they had an audience with Prince

Dmitry Ivanovich. Flattered by the great hospitality of the Moscow governor, they presented him with the above-mentioned spirit. However, the country was not very impressed with this distilled, fermented grape juice. Mead and beer were more popular in Russia at the time.

second introduction
 Time passed and in 1429, foreign visitors brought aqua vitae to Moscow once again. Although, this time it was readily welcomed. As the drink was too strong, it was

normally diluted with water. This became the starting point for manufacturing Russian vodka that was produced from a grain. Exportation of vodka started at the beginning of the 18th century. Ivan the Third, Prince of Moscow and the Tsar of all Russia soon introduced a state monopoly on the production and selling of vodka, as well as on all other alcoholic drinks.

the first bar
 In 1533, the first Tsar’s kabak was opened, a place where various



“The proper union of gin and vermouth is a great and sudden glory; it is one of the happiest marriages on earth, and one of the shortest lived.”

calming effects before battles, which is where the term “Dutch Courage” came from. Distilled gin arrived in England in varying forms as of the early 17th century, and at the time of The Restoration it enjoyed a brief resurgence. William of Orange, who occupied the British throne, in what has become known as the Glorious Revolution, popularized gin again.

Particularly in crude, inferior forms, where it was more likely to be flavored with turpentine.

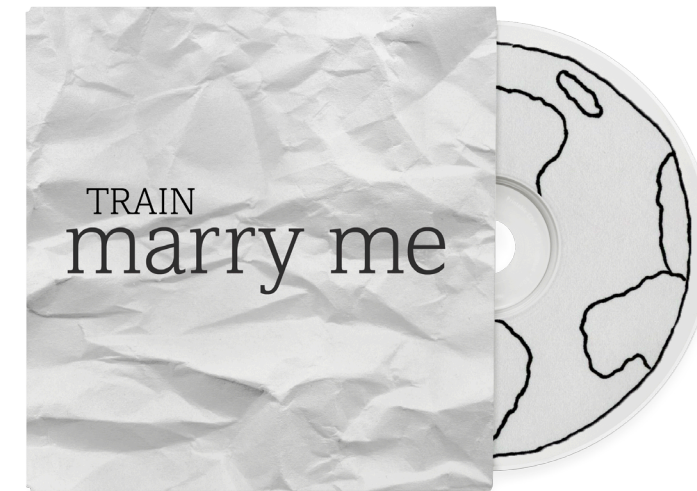
the first bar
 Gin became popular in England after the government allowed unlicensed gin production and of the same time imposed a heavy duty on all imported spirits. This created poor-quality grain that

was unfit for brewing beer, and thousands of gin-shops sprang up throughout England, a period known as the Gin Craze. By 1740, the production of gin increased to six times that of beer, and due to its cheapness, it became a staple to the poor. Of the 15,000 drinking establishments in London, over half were gin-shops. Beer maintained a healthy reputation

as it was often safer to drink the brewed ale than unclean plain tap water of that time.

infamy
 Gin, was blamed for various social and medical problems, and it may have been a factor in the higher death rates of London’s population. Gin’s bad reputation survives today in terms like “gin





train: marry me

Motion Graphic

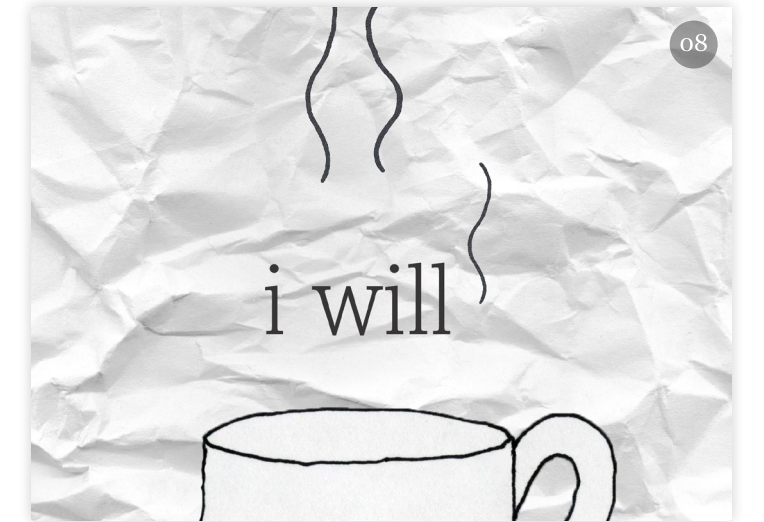
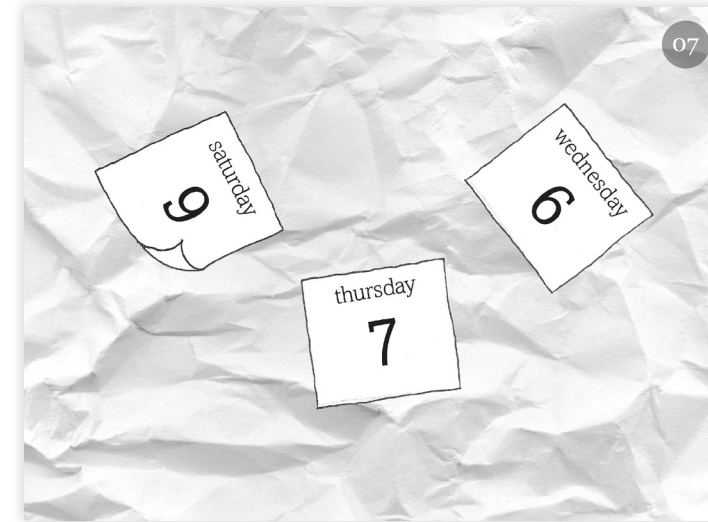
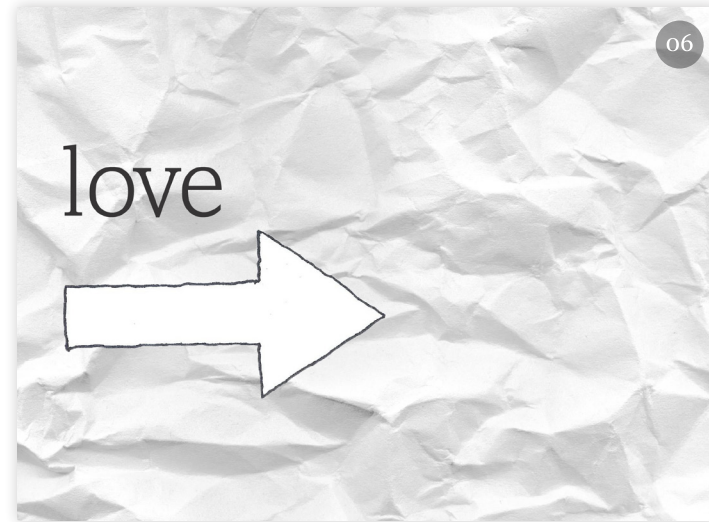
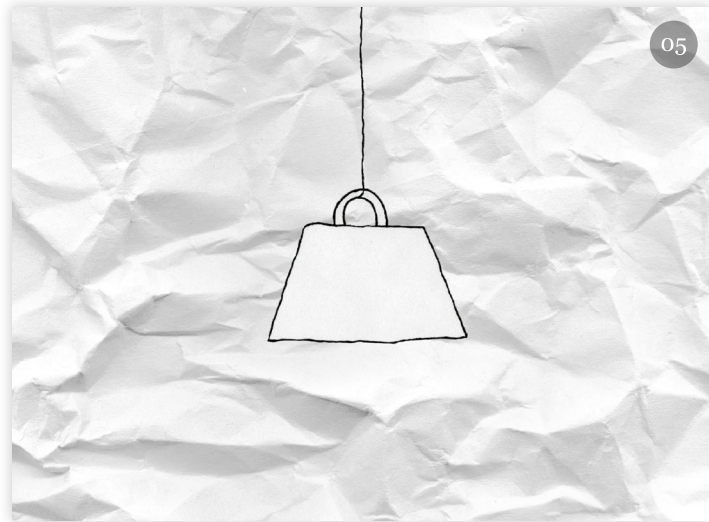
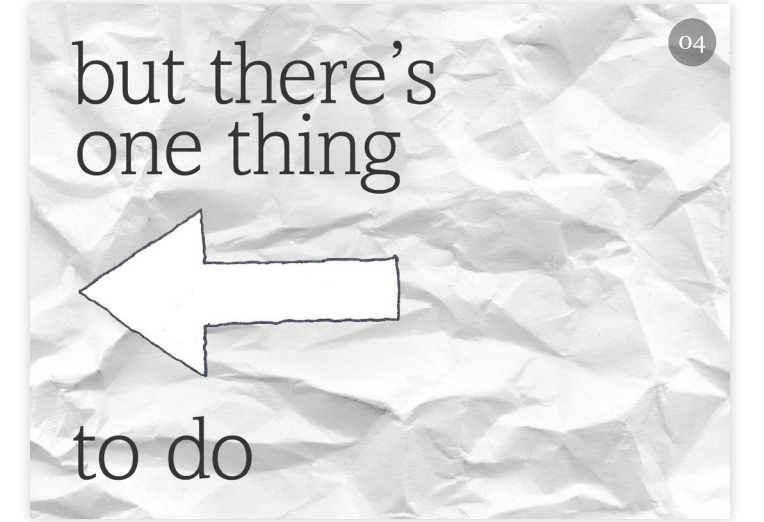
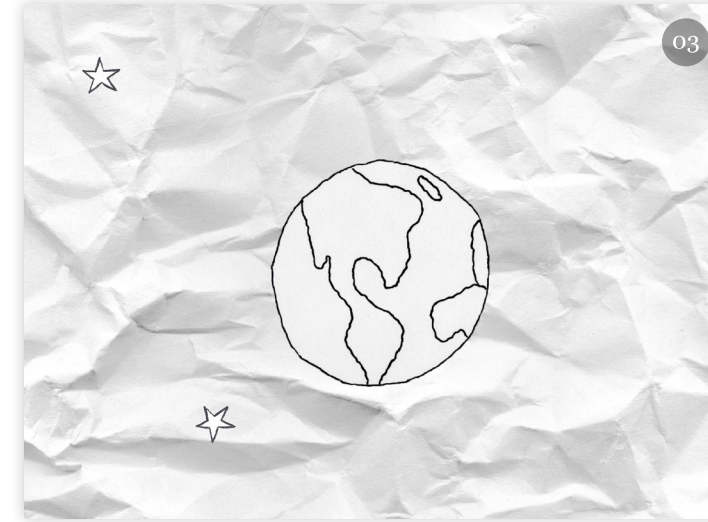
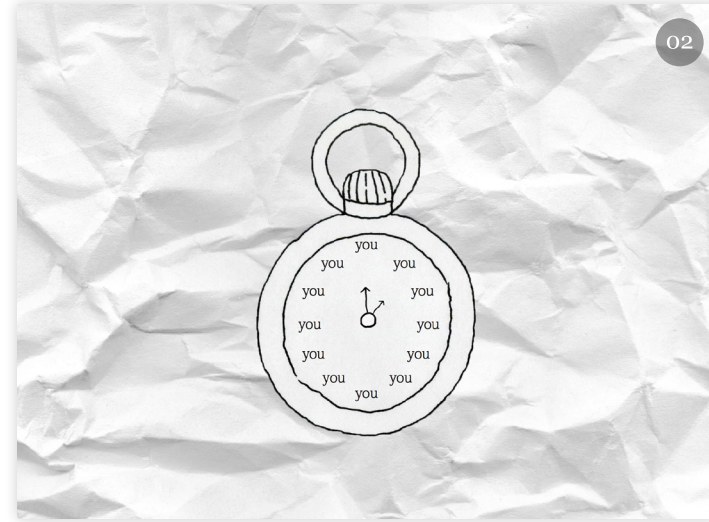
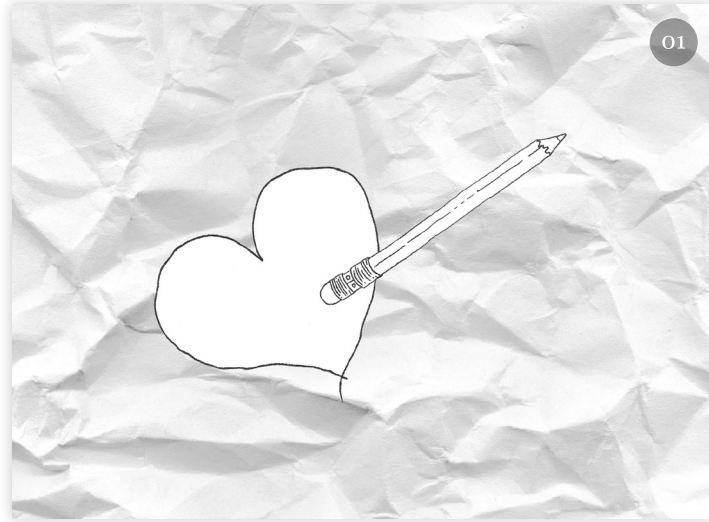
Train's passive lyrics and melody served as inspiration for this animated video. Hand-sketched illustrations, modest typography and texture create an amorous and ethereal audio soundtrack that gives life to the vocal and instrumental flow of this popular band.

typeface: Amasis MT Std

materials: paper, ink

format: interactive

[7.5 x 5.5 in]





corked

Branding & Packaging

Corked is a conceptual chocolate line that is wrapped in a array of cork colors and textures. Vector illustrations of varying corkscrews are placed on each packaging piece. A universal wooden box was created to encase both the chocolate bars as well as the individual chocolate bites.

typeface: Bodoni ITC Std

materials: paper, wood, cork

format: formal packaging, wood-finishing

[7 x 7 x 5 to 1 x 1 x 1 in]







quail oak

Branding & Packaging

Quail Oak Winery's identity was rebranded in order to create an image more true to its name and the products it sells. Modern design elements, vivid colors and clean typography were used throughout the various packaging pieces. A hand-crafted wooden wine box and case, with debossed labeling, can be reused as a birdhouse once the product has been depleted. Sustainable packaging was created to minimize the impact on our environment.

typeface: Avenir LT Std

materials: paper, wood, aerosol paint

format: wood-finishing

[10 x 8 x 8 in to 250 mm]





eyeCam

Publications & Website

eyeCam LLC is a soon-to-be launched company introducing a group of seven wireless headsets for real-time interactive voice and video communications. eyeCam's products are wearable phones designed to blend effortlessly with the life and work flow of the user. A catalog and universal mini brochure/business card holder were created featuring an array of soft colors, clean typography and vector-based illustrations.

typefaces: Georgia, Futura LT

materials: book board, book cloth, paper, cardstock, color transfer

format: perfect-bound

[10 x 9 to 1 x 1 in]

eyeCam

eyeEnterprise

Whether at the design board, conference room or construction site, this wearable, audio video communication and projection system enables seamless coordination from the office to field personnel.

The eyeEnterprise headset can be worn on the ear as a hands-free wireless smart phone or can be detached and used as a handheld camcorder, cell phone and video projector.

The point-of-view focus attribute follows the optical movements of the eye so no matter where you are looking, you can project, view, interact and share with others at anytime.

eyeEnterprise

eyeEnterprise

eyeEnterprise

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the industry

eyeEnterprise can also be used to have hands-free capabilities with having yourself as a reference or onto the actual site to ensure




introduction

eyeCam LLC is a growing, technologically advanced company introducing a versatile group of seven wireless headsets for real-time interactive voice and video communications. It is also showcasing a new synchronization between electronic intelligence and human activity. eyeCam headsets are wearable smart-phones designed to blend effortlessly with the life and work flow of the user and their particular lifestyles. Each product displays its own unique design as well as technological features. As our society continues to advance, we are aware of the necessity for instant gratification. To make this possible, all eyeCam products will have live-stream capabilities and features to effortlessly connect the user to their viewers.

The eyeEnterprise headset, more specifically, is the first wearable videophone and laser projection system designed for the business, industrial and gaming markets. This device takes on the task of a variety of different products making life more manageable and reliable. Whether it be in the office or out in the field, eyeEnterprise is always available with hands-free technology.

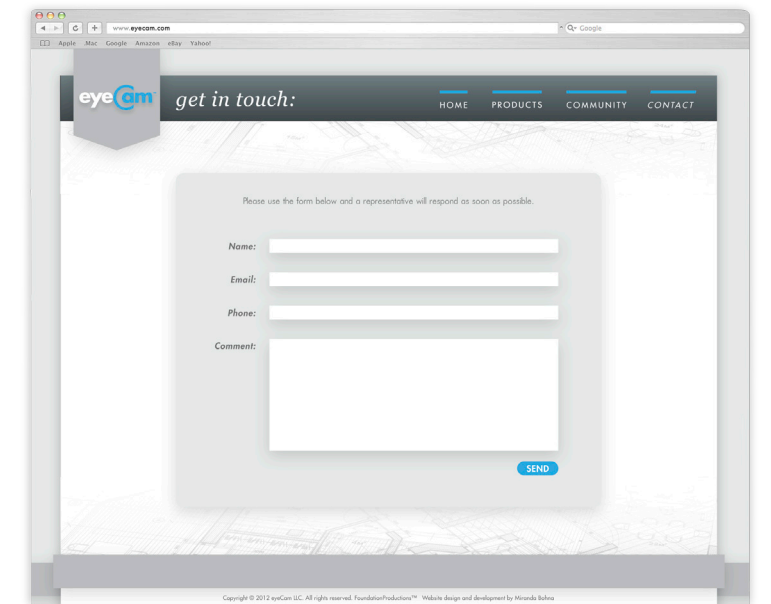
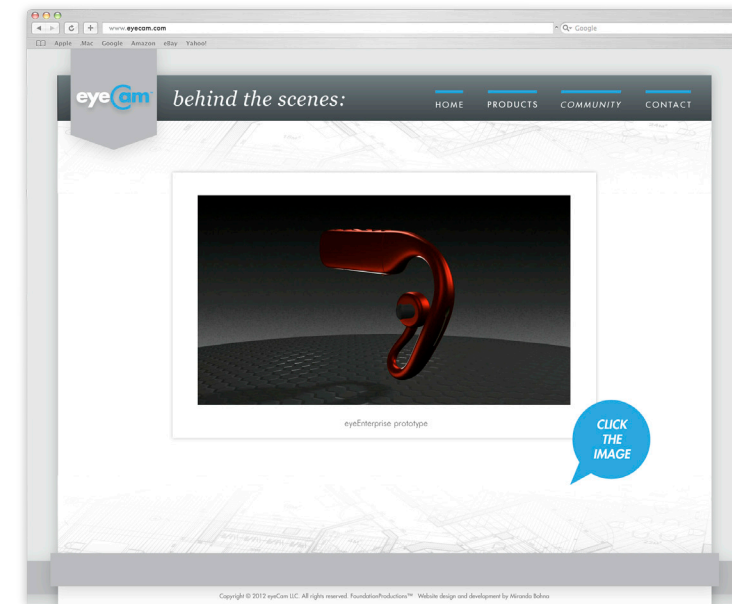
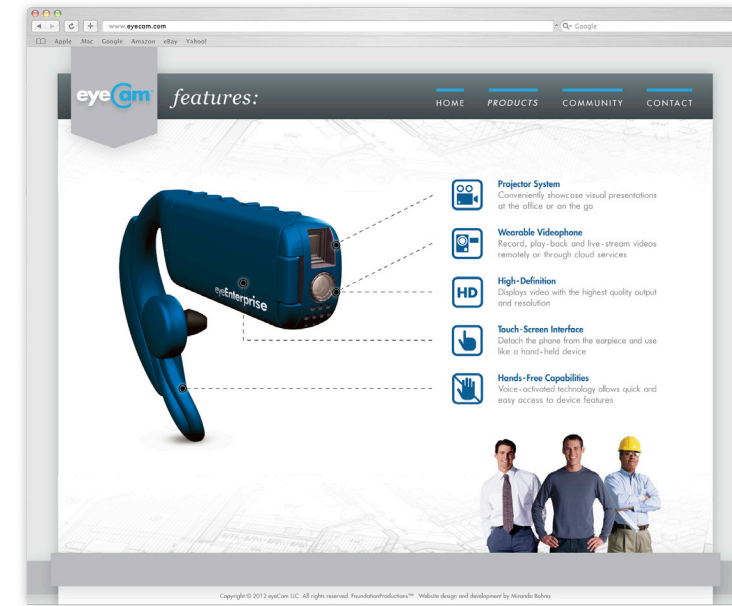


eyeEnterprise 3




the business world

The phenomenal rise of the mobile phone has seen its image change from a overstated luxury to a daily essential in the workforce. Along the way, it has created thousands of jobs, changed the way we do business, and made an incredible amount of revenue for investors and the companies they represent.





essentia

Branding & Packaging

Essentia is a conceptual organization that is intended to sell an array of products derived from varying parts of locally-grown plants. All packaging and outer labeling components are printed on recycled, handmade paper, that when planted, will grow a variety of wildflowers and herbs.

typefaces: Ionic MT Std, GillSans
materials: seeded paper, ink, watercolor, ribbon
format: traditional
[750 ml to .75 x .5 in]



