

Helena Helmersson joins eComID as investor and advisor

Stockholm, Sweden – February 26, 2026 – eComID today announces that Helena Helmersson, board member at *On* and *Mango* and former CEO of *H&M Group*, has joined the company as an investor and advisor.

Founded in 2023, Stockholm-based eComID has quickly established itself as one of fashion's leading commerce infrastructure companies. Backed by H&M Group, the company is building the AI layer that enables brands to personalize the online shopping experience before purchase - helping shoppers make more informed decisions and reducing unnecessary returns.

eComID has been named among *Fast Company's* **Most Innovative Companies** and shortlisted as the **Tech Innovator of the Year** by *Drapers*.

The company's pre-purchase AI technology is already live with leading fashion brands including *& Other Stories*, *J.Lindeberg*, *Tiger of Sweden*, *Axel Arigato*, *Björn Borg*, *Peak Performance*, *Haglöfs*, and *Asket*. Through AI-driven sizing and onsite agentic commerce, eComID enables brands to guide shoppers toward better-fitting, more relevant purchases - increasing kept sales while lowering return rates.

"The fashion industry needs a shift where profitability and sustainability go hand in hand," says **Helena Helmersson**. "eComID is a catalyst that helps fashion brands reduce returns and guide customers toward products they truly love, while also minimizing the environmental footprint. I'm excited to support this shift."

"Helena is one of the most respected leaders in the global fashion industry," says **Oscar Rundqvist**, CEO and co-founder of eComID. "Having her join us is a strong endorsement of our mission: to make personalization, profitability, and sustainability mutually reinforcing. Together, we aim to accelerate the transition toward smarter, more responsible commerce worldwide."

With Helena joining as investor and advisor, eComID strengthens its position as a category-defining player at the intersection of AI, personalization, and sustainable fashion infrastructure.

About eComID

eComID, backed by CapitalT, H&M Group, and leading angel investors, is building the Shopping Passport for the internet - a collaborative technology layer enabling one-to-one personalization across fashion brands. By transforming shopper preferences into intelligent pre-purchase experiences, eComID helps brands increase kept sales while reducing returns.

About Helena Helmersson

Helena Helmersson is one of the fashion industry's most influential executives. She served as CEO of H&M Group, and is currently the Chair of Circulose and board member at On, Mango, and Quizrr.