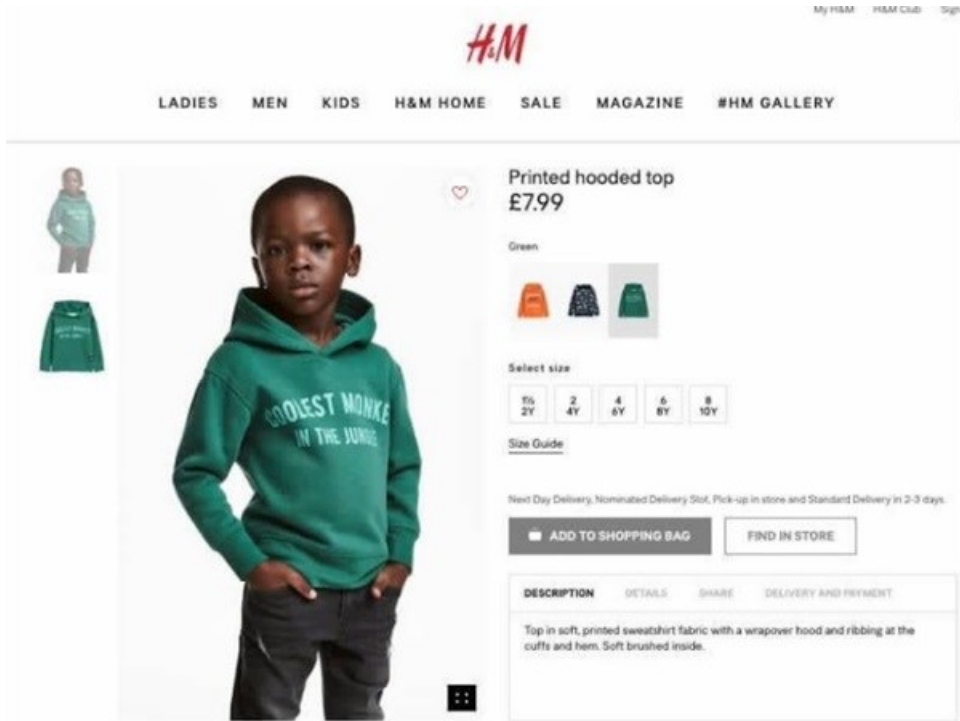


# H&M removes 'black boy' ad after racism accusation

STOCKHOLM, Sweden - Swedish clothing giant Hennes and Mauritz on Monday apologised and removed an advertisement of a black child after the company was accused of being racist on social media.



A photo on the company's online website of a black boy wearing a green hoodie with the inscription "coolest monkey in the jungle" triggered outrage among observers.

"Whose idea was it at @hm to have this little sweet black boy wear a jumper that says 'coolest monkey in the jungle'?" style blogger Stephanie Yeboah tweeted on Sunday. "You do know that monkey is a known racial slur to black people right?" she added.

"The image has now been removed from all H&M channels and we apologise to anyone this may have offended," the company told *AFP*.

A generic photo of the hooded sweatshirt without the modelling child is still available online.

H&M is not the only major company to be hit by an advertisement scandal in recent years.

Spanish clothing brand Zara in 2014 removed a striped pyjamas with a yellow star after facing outrage over its resemblance to clothes worn by Jewish prisoners in concentration camps.

And in October last year, personal care brand [Dove apologised](#) after it was accused of racism for airing a commercial showing a black woman turning into a white woman after removing her top.

*Source: AFP*

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