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Kenzo named H&M's 2016 designer collaborator

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Video still for Kenzo x H&M

By STAFF REPORTS

Parisian fashion label Kenzo is the latest brand to join forces with Swedish retailer H&M on a limited-edition capsule collection.

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Kenzo announced it will be H&M's next designer collaboration on social media with a short video teaser showing a futuristic 3D-esque jungle theme covered with colorful animal prints. H&M has cultivated a number of commercially and critically acclaimed collaborations with designers such as Balmain's Olivier Rousteing, which allegedly caused riots and generated massive demand for the retailer as well as high resale values ([see story](#)).

Colorful collaborations

Designers Carol Lim and Humberto Leon joined LVMH-owned Kenzo in 2011 and brought with them a fashion agenda full of bold colors and vivid prints. The Kenzo aesthetic under their direction is briefly explored in the teaser video created for the Kenzo x H&M collection, helping those unfamiliar to visualize what the collection may entail.

Through their use of vibrant and playfulness, Kenzo has successfully captured the "energy of global culture to create its unique, youthful spirit," H&M explained in a statement. As a global retailer, tapping into this ideology and approach may help H&M reach new consumers, or fans of Kenzo who are outside its price demographic.

For Kenzo x H&M, Ms. Lim and Mr. Leon have designed collections for men and women and a line of accessories. Available in more than 250 H&M stores globally and online, the collection will launch Nov. 3 with a preview date slotted for mid-October in an undisclosed location, just in time for the holiday shopping season.

"We cannot wait to share with everyone the world of Kenzo x H&M, with all of its creativity, fun and love of fashion," said Ann-Sofie Johansson, creative advisor of H&M in a statement.

Jointly commenting, Kenzo's creative directors echoed Ms. Johansson, saying "With this collaboration with H&M we want to think big, push the boundaries and bring the new energy of Kenzo to everyone around the world."



Carol Lim, Ann-Sofie Johansson and Humberto Leon pose for a picture

Kenzo is no stranger to collaborative efforts. The brand's announcement with H&M comes just days after it shared news of a partnership with Canadian retailer Holt Renfrew.

Beginning on World Ocean's Day on June 8, Holt Renfrew will be retailing an exclusive limited-edition capsule collection of accessories by Kenzo, with a portion of proceeds going to Blue Marine Foundation (BLUE) by Holt Renfrew ([see story](#)).

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