

APPAREL AND ACCESSORIES

Kenzo, H&M build anticipation for capsule with campaign teaser

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Iman for Kenzo x H&M

By STAFF REPORTS

As Kenzo prepares to debut its designs for fast fashion retailer H&M, the collaborators are sharing a first look at the collection's personality-driven campaign.

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Shot by famed photographer Jean-Paul Goude, the ads feature a cast of seven international ambassadors including supermodel Iman and Chance the Rapper. While Kenzo x H&M will not hit stores until Nov. 3, debuting the campaign ahead of the launch is creating a conversation about the line.

Apparel ambassadors

Kenzo was announced as H&M design collaborator in May, becoming the latest house to partner with the Swedish retailer. 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](#)).

To promote this partnership, H&M and Kenzo tapped Mr. Goude. After announcing the photographer's part in the campaign with a behind-the-scenes film, H&M and Kenzo revealed select advertising imagery a week later.



Carol Lim, Humberto Leon and Jean-Paul Goude on set

The first images to break show Iman, Chance the Rapper and rapper Suboi wearing colorful animal print attire. The photographs of the personalities were treated with one of Mr. Goude's signature techniques, as he cut apart the prints and reassembled them to create a lively image.

Corresponding video interviews shot by Max Vitali give further insight into the campaign's faces.

Kenzo x H&M interview with campaign ambassador Suboi

The full campaign, premiering on Oct. 17, features actress-activist Rosario Dawson, musician Ryuichi Sakamoto, actress Chlo Sevigny and activist Xiuhtezcatl Martinez. The effort will run in print and on billboards.

"We love to work with our idols, and Jean-Paul Goude is a true icon," said Carol Lim and Humberto Leon, creative directors of Kenzo, in a statement. "His images for Kenzo x H&M are incredible, and capture the personality, positivity and freedom of the collection."

Kenzo x H&M will retail in 250 global H&M stores, as well as on the retailer's Web site.

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