

APPAREL AND ACCESSORIES

Colette taps H&M Studio for fall/winter exclusive

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Colette and H&M Studio collaborated on a exclusive collection. Image credit: Colette

By STAFF REPORTS

Paris concept store Colette has teamed up with Swedish fashion retailer H&M on a nine-piece capsule collection.

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Over the years H&M has worked with a number of high-profile brands and designers, including Karl Lagerfeld and Balmain, with the capsules seeing high demand. By collaborating with brands on the same level as H&M, luxury brands can reach a wider audience due to an accessible price point.

The end is near

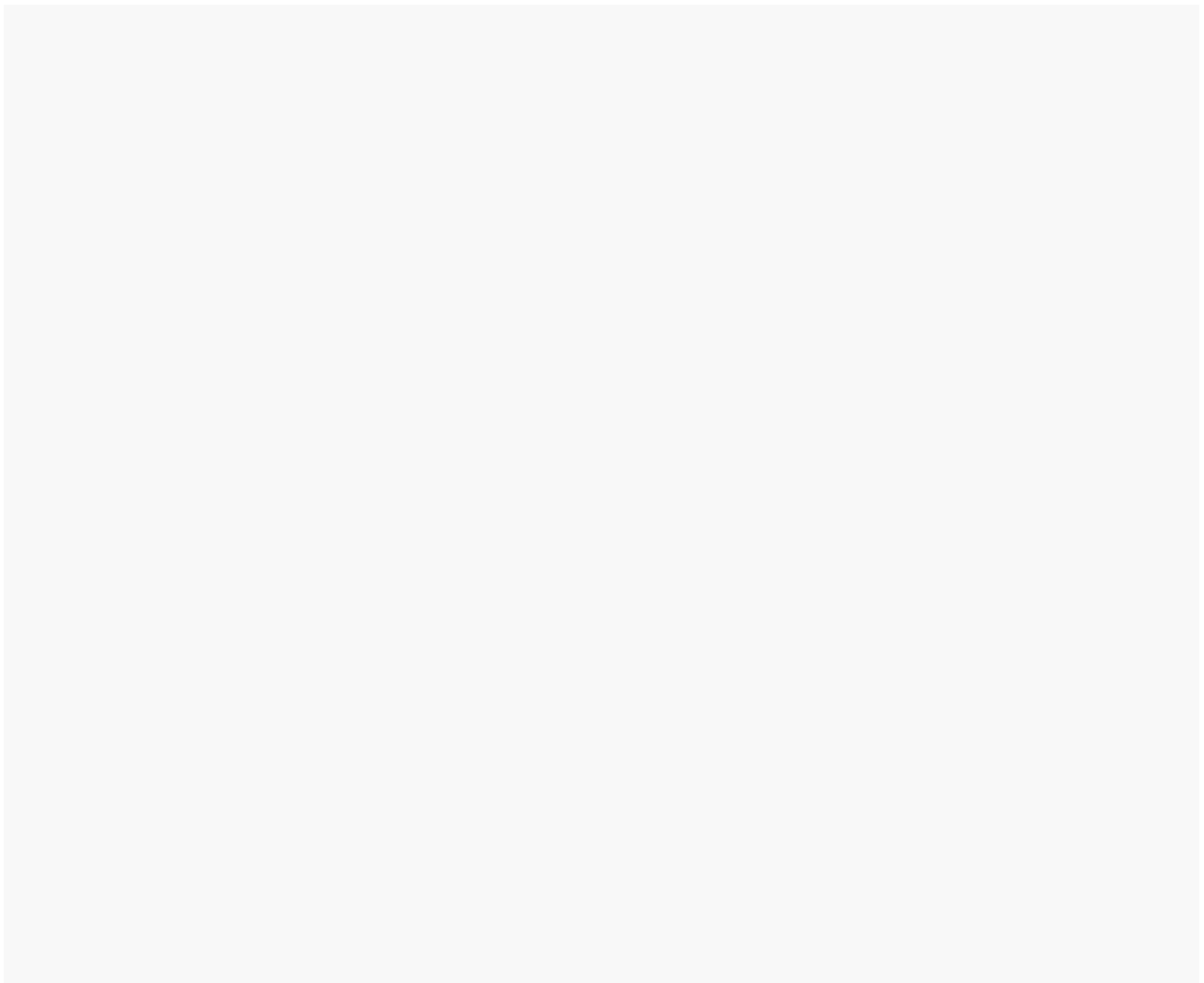
Similar to H&M, Colette is also well-known for its brand partnerships, which have included Balenciaga, Apple Watch and countless others. For the capsule, Colette worked with H&M's higher-priced division H&M Studio.

In addition to the capsule collection, Colette also retails pieces from the H&M Studio collection. Colette's exclusive H&M Studio designs include hand-painted dresses, a mini skirt, shirts and a wool and nylon poncho.

Colette x H&M Studio for fall/winter 2017 is in the French retailer's signature blue and white color palette.

On sale as of Aug. 21, the capsule will retail exclusively at Colette and its Web site before a global release at select H&M locations from Sept. 14.

Pieces in the capsule range in price from approximately \$47 to \$235.



@hm teamed up with #colette for an exclusive edition #HMStudio in pre-release now in store & online #HM

A post shared by colette (@colette) on Aug 21, 2017 at 2:10am PDT

In July, Colette announced that it would be closing its doors in December after two decades in business.

The store, which has been a frequent fashion and luxury collaborator throughout its history, will end its run on Dec. 20. Even with its closing on the horizon, Colette intends to continue delivering surprises until its end ([see story](#)).

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