

APPAREL AND ACCESSORIES

Giambattista Valli brings couture perspective to more consumers with H&M

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Ann-Sofie Johansson, Kendall Jenner and Giambattista Valli at the amfAR Gala. Image courtesy of H&M

By STAFF REPORTS

French couture house Giambattista Valli is the latest luxury label to collaborate with fast-fashion retailer H&M, bringing its designs to a broader audience.

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The collection debuted at the amfAR Gala in Cannes on May 23, as influencers including Kendall Jenner and Chiara Ferragni wore pieces from the line. For the first time, H&M is using a see-now, buy-now strategy for its collaboration series, giving consumers the chance to buy some items as early as May 25.

"I am excited about this collaboration," said Giambattista Valli, the founder of his eponymous couture house, in a statement. "H&M gives me the opportunity to bring my vision of style and my celebration of beauty to a wider audience.

"The goal is to share my love for beauty and to be able to be part of everyone's happy moments,' to help create love stories all around the world," he said.

Accessible luxury

H&M's full collection with Giambattista Valli will debut on Nov. 7. Ahead of this, the brand is launching part of the line in 12 stores and on HM.com from May 25.

For Mr. Valli, this collection is the first time he has done an accessible line. This also marks his first foray into menswear.

The designer grew up in Rome and founded his fashion house in Paris in 2005. In 2014, the company expanded its universe with the launch of diffusion label Giamba ([see story](#)).

Today, the Giambattista Valli brand encompasses women's ready-to-wear, haute couture and accessories.

[View this post on Instagram](#)

The secret is out We proudly present @giambattistavalliparis x @hm. #Project On 25 May 2019, a limited pre-drop from @giambattistavalliparis x @hm will be available in selected stores and at hm.com. The main collection is released worldwide on 7 November 2019.

A post shared by giambattistavalli (@giambattistavalli) on May 23, 2019 at 10:25am PDT

Instagram post from Giambattista Valli

"We are thrilled to collaborate with Giambattista Valli," said Ann-Sofie Johansson, creative advisor for H&M, in a statement. "He is the undisputed master of haute couture with a knack for the memorable silhouette.

"To be able to bring his signature styles to our customers is a dream come true," she said. "We can't wait to see their reactions to this beautiful collection."

H&M has previously worked with designer labels as varied as Versace, Lanvin and Balmain.

Most recently, Italian fashion brand Moschino partnered with H&M for an accessible collection designed by the label's creative director Jeremy Scott. The partnership was revealed through an Instagram Live call from model Gigi Hadid to Mr. Scott on April 15, 2018 during Moschino's Coachella party in California ([see story](#)).