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LOVE COMES AND GOES, BUT STYLE IS FOREVER

The much awaited Viktor & Rolf for H&M collection, due in H&M shops on November 9th, is built around the idea of a love story, a fashion love story. Viktor & Rolf and H&M are joined together in an ephemeral fashion marriage as witnessed by classic Viktor & Rolf styles at an accessible price point for women and men.

There are perfect everyday pieces like jeans, tops, knits, jackets and coats. The collection also includes evening looks such as a well tailored tuxedo for men and chic cocktail dresses and a soon to be coveted wedding dress for women.

In addition there are men's and women's accessories and underwear ranges.

“This collection is a celebration of a unique bond between two perhaps unlikely partners. Struck by love is materialized in the use of the heart and arrow motif. The women's wear collection features the heart, the men's wear collection the arrow, and both graphic elements are used in a variation of techniques: embroidery, placed print and patchwork. Viktor & Rolf and H&M carve out this proclamation of love in signature Viktor & Rolf styles: twisted classics such as the trench, the white shirt, the tuxedo and the little black dress”, declare Viktor & Rolf.

“Working with Viktor & Rolf was extremely inspiring. They work in the most artistic way conceptualising the theme, and so conscientiously throughout the production. We are very proud to offer this collection to our customers. It will update and enliven any wardrobe for seasons to come”, says H&M's head of design Margareta van den Bosch.

WOMEN'S COLLECTION

Buttons, patches, pockets, prints and patterns shaped as hearts characterize the women's part of the collection.

Styles: tuxedo, pea coat and trench coat, down ski jacket, classic trousers and jeans, a white cotton shirt with pin tucks, feminine silk crepe blouses with ruffles or pin tucks, silk georgette bow top, skirts in wool crepe and silk and a heart sweatshirt.

Knitwear: angora bow jumpers, bow satin cardigans.

Eveningwear: couture inspired dresses with ruffles, draping and bows.

Lingerie: femme fatale silk satin bras and knickers with bows, a camisole and a kimono dressing gown, soft cotton bras and knickers with bows as well as a tank top.

Wedding: silk duchesse wedding dress

Accessories: two pair of high heel shoes in suede, a silk scarf.

Colours: black, forest green, grey, nude, off white and raspberry red.

Price examples women:

Silk satin dress: €79.90

Trench coat: €99

Wool trousers: €49.90

Angora jumper: €49.90

Shoes: €79.90

Wedding dress: €298

MEN'S COLLECTION

For men, arrows are incorporated into the collection as embroideries, placed print and patchwork

Styles: shirts, pea coat and trench coat, wool and corduroy trousers and cotton sweatshirt.

Knitwear: argyle sweater

Eveningwear: tuxedo, denim blazer, checked blazer.

Underwear: cotton jersey boxer shorts, briefs and tank tops with bows or woven cotton boxer shorts and a classic pyjama.

Accessories: trainers, brogue shoes, spectacles, bow tie, silk socks.

Colours: black, dark green, raspberry red, grey and off white.

Price examples men:

Cotton shirt: €39.90

Sweatshirt: €39.90

Jeans €49.90

Trench coat: €149

Trainers: €79.90

Tuxedo: €199

You can view film material from both the launch event in Los Angeles and from the creative design process at www.hm.com.

For more information please contact H&M's presservice:
e-mail: mediarelations@hm.com, telephone: + 46 8 796 53 00.