

Beat: Arts

## **H&M COLLABORATES WITH THE MUSEE DES ARTS DECORATIFS IN THE PALAIS DU LOUVRE**

### **TO CELEBRATE NEW H&M CONSCIOUS EXCLUSIVE**

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**USPA NEWS** - H&M just announced a collaboration with the Musee des Arts Decoratifs, located in the Palais du Louvre in Paris to celebrate the new H&M Conscious Exclusive collection. This new range has been inspired by the archives of the museum,...

H&M just announced a collaboration with the Musee des Arts Decoratifs, located in the Palais du Louvre in Paris to celebrate the new H&M Conscious Exclusive collection. This new range has been inspired by the archives of the museum, and will be launched on Thursday April 7, to coincide with the opening of the highly anticipated exhibition, 'Fashion forward - Three centuries of fashion'.

H&M is delighted to reveal Parisian Art Director, style maven and sustainability champion, Julia Restoin Roitfeld, will be the face of the campaign.

For this Conscious Exclusive collection the H&M design team has worked closely with the museum, delving into their collections of archival fashions as well as the work of artists such as Gustave Moreau to find inspiration.

H&M will be the exclusive sponsor of the upcoming exhibition which will include selected styles from the H&M archives, including a look from the first ever H&M designer collaboration with Karl Lagerfeld in 2004 as well as one silhouette from the new Conscious Exclusive collection.

The complete collection, featuring clothing and accessories for women, will be available from Thursday April 7th in approximately 180 stores worldwide and online at hm.com.

Source : H&M

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