

**KENZO x H&M: Introducing a new world of creativity, playful energy and love of fashion.**



**H&M is proud to announce that its next designer collaboration will be with KENZO, the vibrant and playful Parisian house that captures the energy of global culture to create its unique, youthful spirit. Creative Directors Carol Lim and Humberto Leon will bring the spirit of KENZO to H&M, creating collections for women and men as well as accessories. KENZO x H&M will be available in over 250 selected H&M stores worldwide, as well as online, from November 3, 2016.**

Since joining the house in 2011, Carol Lim and Humberto Leon have set their own fashion agenda with collections full of bold colours and vivid prints, revealed through high-impact shows, artist collaborations and creative digital campaigns. Global influences and traditions are remixed and fused with the energy of the street, resulting in collections that are both inspirational and accessible to their fans around the world. At KENZO, fashion expresses freedom, joy and individuality for all.

“We can’t wait to share with everyone the world of KENZO x H&M, with all of its creativity, fun and love of fashion,” says Ann-Sofie Johansson, Creative Advisor at H&M.

“With this collaboration with H&M we want to think big, push the boundaries and bring the new energy of KENZO to everyone around the world,” says Carol Lim and Humberto Leon, Creative Directors at KENZO.

[To watch the announcement video, click here.](#)