

H&M Expands Relationship With David Beckham to Create a New Wardrobe for Men

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H&M is proud to announce an expansion of its long-term relationship with the sporting and style icon David Beckham. For Spring 2015, David will choose his favourite menswear pieces from the Modern Essentials collection at H&M, to create Modern Essentials selected by David Beckham. This new collaboration is a natural evolution of David's relationship with H&M, following the unprecedented success of David Beckham Bodywear, and will allow men around the world to share in David's globally recognised sense of style.

Modern Essentials selected by David Beckham will be celebrated with a campaign shot by the famous film director Marc Forster. David Beckham has also created a new bodywear spring collection for H&M. Both collections will be launched in stores and online worldwide on March 5.

"I am thrilled to continue and extend my collaboration with H&M by selecting my favourite pieces from this spring's Modern Essentials collection. Each piece is a new wardrobe classic that will update every man's spring wardrobe with great style. Marc Forster is one of my favourite directors – I can't wait to reveal the new campaign with H&M," says David Beckham.

"Most of us are familiar with David's innate sense of style and design, however it was his acute eye for cinematic storytelling that struck me during the filming of this campaign. He doesn't make H&M clothing look good, he makes it look great," says Marc Forster known for directing the films *Monster's Ball*, *Finding Neverland*, *Stranger than Fiction*, *The Kite Runner*, *Quantum of Solace*, and *World War Z*.

Modern Essentials selected by David Beckham focuses on the important key pieces of the season, each updating a men's classic in fresh fabrics, colours and fits for spring 2015. Key pieces include a linen bomber jacket; a white chalk-washed denim jacket; a car coat; a sharp linen blazer; a city-slick polo shirt and the perfect poplin white shirt.

Meanwhile, David Beckham continues with a new Bodywear collection for spring including the perfect loungewear pieces; Henleys, raglan-sleeved shirts, crewnecks and a jersey vest. The collection is centred around navy blue, grey melange and broken white, with accents of orange red. Stripes appear as either trims or across whole garments to add a new classic twist. The collection is supported by a brand new print campaign, featuring David wearing selected looks from the David Beckham Bodywear collection, exclusively available at H&M.

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