

H&M to announce the first ever co-branded collection with the Coachella Valley Music & Arts Festival.

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H&M is excited to announce its first ever festival collaboration with the Coachella Valley Music & Arts Festival. H&M continues their sixth year as a sponsor of the festival by taking their partnership to the next level and creating a first of its kind officially branded collection. The partnership extends beyond the collection, a portion of the official festival merchandise sold will be provided by H&M. The H&M loves Coachella collection will be available on hm.com and in approximately 350 stores in North America beginning on March 19th and worldwide on March 26th.

The H&M loves Coachella collection will offer men's and women's clothing along with a variety of accessories. The collection will range from \$4.95 to \$49.95 and will embody the aesthetic of the festival for 2015. The women's collection focuses on a romantic trend with graphic tops, fringe, lace, rompers, crop tops, shorts, and wide legged pants for a feminine bohemian look. For men there will be graphic t-shirts and shorts.

For those attending, H&M will have their first ever pop-up shop on-site in the H&M tent where festival goers can buy the exclusive collection, take a break indoors and enjoy an interactive experience.

#HMLovesCoachella

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