

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

Tuesday 13 January, 2015

### Related Sectors:

Retail & Fashion ::

### Scan Me:



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

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](http://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

-Ends-

### Press contact:

Kristina Stenvinkel  
E: [mediarelations@hm.com](mailto:mediarelations@hm.com)  
T: +46 8 796 53 00

## Company Contact:

—

**Pressat Wire**

E. [support@pressat.co.uk](mailto:support@pressat.co.uk)

[View Online](#)

**Newsroom:** Visit our Newsroom for all the latest stories:

<https://www.wire.pressat.co.uk>