

## H&M Announces First-Ever Collaboration with Mexican Designer Lorena Saravia

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### Empowering Mexican Craftsmanship

Known for her **impeccable cuts, contemporary aesthetic, and celebration of Mexican heritage**, Lorena Saravia has built a label that resonates with modern women.

“When I started my brand, I wanted to create something distinctly Mexican that embodied quality, impeccable cut, and contemporary style for the modern woman,” Saravia said. “My hope is that every woman who wears my designs will feel inspired and empowered.”

Her designs also reflect her belief that, despite Mexico often being perceived as a macho society, **women have always been a formidable force**.

### What to Expect in the Collection

The capsule brings together **structured silhouettes**—including a reinvented denim jacket and slit denim pants—with **sensual, feminine pieces** like **draped blouses and open-back dresses**.

Accessories carry deep cultural significance, such as **cowboy boots, wide-brimmed hats, decorative belts, and jewelry** inspired by her grandmother’s **lion earrings**, which also appear as button motifs.

### H&M’s Take on the Collaboration

“What I admire most about Lorena is how she manages to draw inspiration from her heritage and Mexican craftsmanship to create something fresh, original, and truly her own,” said **Ann-Sofie Johansson, creative consultant at H&M**.

“Overall, there is a beautiful connection to the land, mixed with contemporary elegance.”

### H&M’s Cultural Commitment

With this launch, H&M reinforces its **commitment to cultural diversity and global fashion voices**. The brand previously collaborated with Colombian designer **Johanna Ortiz** in 2019, marking its first Latin American designer partnership. The Lorena Saravia collection now opens a new chapter, highlighting the vibrancy of Mexican fashion on a global stage.