

H&M Returns to London Fashion Week with Star Power, Culture & Creativity at 180 The Strand

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London, September 2025 – After a seven-year hiatus, **H&M** returned to the **London Fashion Week** runway in dramatic style, hosting a full-scale cultural event titled “**H&M&180: The London Issue**” at 180 The Strand. Blending **fashion, performance, and star power**, the Swedish retail giant reaffirmed its cultural relevance before a 700-strong audience.

? **Three Acts, One Vision**

The show unfolded in **three dynamic acts**, each presenting a different facet of H&M’s design evolution:

1. **Studio Line** – Sharp tailoring and thigh-high boots defined a bold, black-dominated aesthetic, inspired by a “brutalist, tropical landscape.”
2. **AW25 Chapter One** – A nostalgic nod to **Britpop and the late-90s cultural revolution**, featuring grungy leather jackets, argyle knits, and layered checks.
3. **AW25 Chapter Two & H&M Atelier** – Sleek urban eveningwear paired with **elevated menswear tailoring**, including pinstripe blazers and wool coats.

? **Music Meets Fashion**

Singer **Lola Young**, who debuted as a model earlier in the night, returned for the finale to perform her hits “*Messy*” and “*Dealer*”. Dressed in a striped shirt, mini skirt, and oversized blazer from H&M’s AW25 line, she underlined the brand’s **fusion of music and fashion**—an approach H&M has leaned into since enlisting **Charli XCX** last year.

? **A Star-Studded Runway & Front Row**

The model lineup featured **Romeo Beckham, Iris Law, Paloma Elsesser, and Alex Consani**, while the front row was equally electric with **Emily Ratajkowski, Central Cee, Little Simz, and Gabbriette** all in attendance.

? **H&M’s Creative Statement**

Ann-Sofie Johansson, head designer and creative advisor at H&M, summed it up:

“The AW25 collections are some of our strongest ever—a tribute to self-expression and personal style. We were thrilled to light up London with a celebration of creativity in all its guises.”

With its **AW25 collection** mixing nostalgia, modernity, and bold cultural cues, H&M's return has officially placed the brand back at the **center of global fashion conversation**.

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