

H&M Celebrates 10 Years in India with Launch of Vegan Beauty Line

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H&M is celebrating a decade in India by expanding into the beauty market. On October 2, 2025, the brand launched its beauty and fragrance collection, marking its first foray into this category in the country. The move reflects H&M's commitment to offering a comprehensive fashion and beauty experience to Indian consumers.

A Diverse Product Lineup

The H&M Beauty collection in India features over 200 products, including makeup, fragrances, and beauty tools. Notable makeup items include the Satin Icon Lipstick, Mad for Matte Liquid Lipstick, Never-Ending Lash Mascara, and the versatile Do-It-All Stick Blush. The fragrance lineup introduces an Eau de Parfum collection with vegan formulas, designed to provide richer and more intense scent experiences.

Vegan and Cruelty-Free Commitment

All products in the H&M Beauty collection are vegan and cruelty-free, aligning with the brand's sustainability goals. This commitment ensures that consumers can enjoy high-quality beauty products without compromising on ethical standards.

Affordable Pricing Strategy

H&M aims to make beauty accessible to all by offering products at affordable prices. Makeup items are priced under ₹799, while perfumes start at ₹1,299. This pricing strategy allows a wide range of consumers to experience premium beauty products without breaking the bank.

Local Production and Global Quality

The beauty line includes locally produced makeup and fragrances, tailored to the Indian market. This approach combines Indian craftsmanship with global innovation, ensuring products meet local preferences while maintaining international quality standards.

Availability Across India

The H&M Beauty collection is available in all H&M stores across India and online at [hm.com](https://www.hm.com). This widespread availability ensures that consumers nationwide can access the new beauty products conveniently.

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