

H&M's Vision for India's Fashion Future: Insights from Helena Kuylenstierna

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In an exclusive conversation with Forbes India, Helena Kuylenstierna, Director of H&M India, reflects on the brand's transformative journey. From its initial challenges to becoming a household name. However H&M's evolution underscores its commitment to understanding and catering to the diverse Indian consumer base.

A Decade of Growth and Expansion

Since its debut in India in 2015, H&M has expanded to 66 stores across 30 cities, including recent openings in Gangtok and Faridabad. The brand's digital presence has also flourished, with the launch of its Indian website in 2018 and a partnership with Myntra. Therefore expansion is complemented by the introduction of new categories like H&M Home in 2022 and the upcoming H&M Beauty line, featuring over 200 made-in-India products.

Tailoring Offerings to Indian Consumers

Recognizing the unique preferences of Indian consumers, H&M has tailored its offerings to resonate with local tastes. The brand has introduced festive collections inspired by traditional Indian attire. Collaborations with renowned Indian designers like Sabyasachi and Anamika Khanna. Overall emphasising H&M's commitment to blending global fashion with Indian cultural elements.

Embracing Sustainability and Inclusivity

Sustainability remains a cornerstone of H&M's strategy in India. With 89% of its products made from recycled or responsibly sourced materials, the brand aims to lead change. Thus commitment extends to the upcoming H&M Beauty line, which offers vegan products. Finally at affordable prices, aligning with the values of India's environmentally conscious consumers.

Engaging the Gen-Z Consumer

Understanding the preferences of Gen-Z consumers is pivotal for H&M's future in India. This demographic values not only fashion but also the brand's stance on sustainability and cultural relevance. To connect with this audience, H&M has partnered with platforms like Lollapalooza India and collaborated with local content creators, integrating music and fashion to create a resonant brand experience.

As H&M celebrates its 10th anniversary in India, the brand is poised for continued growth. With plans to expand its presence in Tier II and III cities.

H&M aims to reach a broader audience, offering accessible and affordable fashion that resonates with the diverse Indian market.

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