

H&M Marks 10 Years of Fashion in India

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H&M has completed ten impressive years in India. On **September 27, 2025**, it hosted a grand celebration. The event took place in Mumbai's Famous Studios. It honored H&M's journey since its entry in 2015. Alongside fashion, it highlighted music, design, and creativity.

Festive 2025 & New Beauty Entry

At the event, H&M revealed its **Festive 2025 Collection**. The collection features modern cuts, shimmering textures, dramatic fabrics. At the same time, H&M gave guests a first look at **H&M Beauty Concept**. The beauty line will launch on **2 October 2025**, both in stores and online. It includes over 200 products. All items are vegan and cruelty-free. Their price range spans from modest makeup to premium fragrances.

Star Power & Creative Vibes

The celebration was star-studded. Samantha Ruth Prabhu, Bhumi Pednekar, Harsh Vardhan Kapoor walked the red carpet. They wore outfits from the Festive 2025 line. Meanwhile, performances lit up the night. Usha Jey fused Bharatanatyam with hip hop. Priya Ragu brought soulful R&B energy. Raja Kumari closed with a genre-spanning set. All acts underscored the brand's cultural resonance.

Expansion & Localization Strategy

Over ten years, H&M has grown steadily. It now operates around **66 stores** across India. These stores span metros and tier-2/3 cities. By including smaller markets, H&M broadened reach. Also, H&M now offers home and sportswear categories. Equally important, it adapts its inventory to Indian seasons and festivals.

Sustainability & Corporate Vision

Sustainability has been central to H&M's plans. The brand aims to use **100% recycled or sustainably sourced materials by 2030**. Already, many product lines are nearing that target. Some categories exceed the benchmark already. Moreover, H&M works to balance affordability with quality. It leverages its global design teams while tuning into local preferences.

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