

## Millie Bobby Brown Launches ‘Mills’ Fashion Line for Teens

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Hollywood star **Millie Bobby Brown**, known globally for her role in *Stranger Things*, has officially entered the fashion world with the launch of a new clothing line created exclusively for **Walmart**. Titled **Mills by Millie Bobby Brown**, the brand targets **teens and young women**, offering accessible, trend-inspired pieces that reflect Brown’s personal style ethos of self-expression and inclusivity.

The launch on **January 8, 2026** marks a significant expansion of Brown’s lifestyle portfolio, which already includes her successful beauty brand *Florence by Mills*.

### What ‘Mills’ Brings to Youth Fashion

Mills by Millie Bobby Brown is built around the idea of *fashion as playful self-discovery* — especially for those in their formative years of personal style development. The debut collection spans multiple categories, including **ready-to-wear**, **sleepwear**, and **intimates**, with *around 100 items designed to mix, match and make your own*.

Prices range from approximately **\$10.50 to \$26.50**, making the line **budget-friendly** and accessible to a broad audience — a key aspect of the brand’s appeal.

Featured pieces include **denim**, **tops**, **skirts**, **bralettes**, **briefs**, and playful **print details** and feminine touches like lace and embroidery.

### Vision Behind the Brand: A Love Letter to the Younger Self

Brown has described Mills as a *“love letter” to her younger self* and to the young consumers discovering fashion today. She emphasizes that the line is about **experimentation, confidence and individuality** — encouraging girls to *have fun with style without pressure*.

“I want everyone to feel comfortable and free to find what style makes them feel like the best version of themselves,” Brown said, explaining her intention to make fashion approachable and expressive.

### Strategic Partnership and Distribution

The Mills by Millie Bobby Brown line was developed in partnership with **Delta Galil USA**, a global garment manufacturer responsible for producing the collection.

The launch extends across **Walmart.com** and **750 Walmart stores**, signaling a mass-retail strategy aimed at reaching young shoppers both online and in physical retail.

Walmart executives highlighted how the fashion line aligns with the retailer’s mission to democratize style by offering trend-right fashion at compelling price points.

## Millie Bobby Brown: Building a Lifestyle Empire

This fashion line is the latest evolution in Brown's growing business portfolio. She first entered the consumer world with **Florence by Mills**, a beauty brand aimed at Gen Z that offers clean, cruelty-free makeup and skincare products.

The launch of Mills by Millie Bobby Brown not only reinforces the actress's growing entrepreneurial footprint but also reflects a broader trend of **celebrities shaping accessible fashion brands** that speak directly to youth culture. With its playful designs and affordable prices, Mills is positioned to become a staple for teens and young women navigating their fashion journeys

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