

H&M & e.l.f. Launch First?Ever Fragrance Line

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Global fashion retailer **H&M** and cult?favourite beauty brand **e.l.f. Cosmetics** have unveiled a new collaborative fragrance collection that blends fashion and scent in an imaginative retail first for both names. The limited?edition eau de parfums will launch on **January 29, 2026**, in selected H&M stores worldwide and online.

A First for Both Brands

This partnership marks **H&M's first beauty collaboration with another brand** and represents **e.l.f. Cosmetics' maiden entry into the fragrance category**. The collection leverages H&M's fashion?driven aesthetic and e.l.f.'s strong community influence and inclusive brand ethos to offer fresh, accessible scents for a global audience.

Speaking about the launch, executives emphasized how this project connects fashion culture with modern beauty experiences, aiming to inspire personal expression through scent.

Trio of Scents Inspired by Best?Selling Makeup

The three perfumes take inspiration from iconic e.l.f. makeup products, translating visual and textural cues into olfactory experiences:

- **Power Grip – Salty Drip:** A fresh and invigorating scent with notes of *eucalyptus, cedarwood, and sea salt*, designed to evoke the gripping energy of e.l.f.'s Power Grip Primer.
- **Halo Glow – Luminous Cloud:** A soft, luminous blend of *magnolia, vanilla, and amber* that mirrors the radiant, dreamy feel of the Halo Glow complexion booster.
- **Camo Blend – Nude Canvas:** A warm, skin?like fragrance featuring *vanilla, musk, and palo santo*, inspired by the versatile Camo Blend concealer.

All three are vegan and crafted as eau de parfums — ambitious for a collaboration positioned at a mass?accessible price point.

Creative Launch Campaign

To support the launch, H&M and e.l.f. have rolled out a high?energy campaign titled “**spritz. walk. waft**” — featuring an original track and a visually engaging video directed by **Tanu Muino**, known for her work with major music artists. The campaign's choreography mirrors the idea of fragrance movement and playful sensory exploration.

Alongside the scents, limited?edition accessories tied to each fragrance's personality — such as socks, charms, and themed bags — will be available, reinforcing the collaboration's fashion?forward yet fun identity.

Market Impact

Industry observers see the partnership as part of a broader trend where fashion and beauty brands find new ways to connect with consumers through multi-sensory offerings. For H&M, this move expands its creative footprint beyond apparel into the beauty sphere; for e.l.f., it's an opportunity to broaden its product universe and reach new audiences through a high-profile global relationship.

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