

H&M's first African designer collaboration hits stores this August

The [anticipated collaboration](#) between global retail giant H&M and South African label Mantsho will be available from 15 August 2019 in all South African stores, all H&M online markets as well as exclusive flagship stores around the world.



According to the retailer, the Mantsho x H&M collection celebrates the elegance and vibrancy of Africa with modern edgy designs created for the stylish carefree woman.

The range features flowy, easy fitting cuts, frills and gathers in a range of colour palettes from blues, browns to blacks, hues of pink and amber reds. Afrocentric fashionable accessories that include shoes, earrings and a clutch bag complete the collection.



H&M to launch collab with SA fashion label Mantsho

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"This is my love letter to the world from Africa," says Mantsho's head of design, Palesa Mokubung. "I hope customers around the world will enjoy this ensemble of my stand out pieces from my last three collections."



“Palesa’s creativity with colour, print and silhouettes is inspiring as she celebrates the female form through her designs which complement the female shape in a flattering and playful way. We are so excited to share this collection with our customers across the globe,” says Pernilla Wohlfahrt, assortment manager for Collaborations and Special Collections, H&M.

The Mantsho label, meaning ‘black is beautiful’ in Mokubung’s native Sesotho language, was established in 2004 and has since graced numerous runways including in Greece, India, USA, Jamaica, Nigeria, Botswana and Senegal.



The following H&M South Africa stores will open at 8am on Thursday, 15 August: Sandton City, V&A Waterfront, Mall of

Africa, Gateway Theatre of Shopping, Canal Walk Shopping Centre. All other H&M stores in South Africa will open at 9am on the 15th of August.

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