H&M launches first ever virtual fashion collection

By Sandra Halliday - 11 January 2022

H&M on Monday unveiled its first-ever virtual fashion collection and said it “represents H&M’s ambition to lead the change in the fashion industry, by making virtual fashion accessible to our customers”.

The new collection will only be available via a competition on its webstore “where customers can submit a fun and innovative name for one of the three looks in the range to be in with a chance of winning a look which will then be digitally fitted to them”.

The closing date is the first week of February with a jury of representatives from H&M choosing three winners from each of the countries taking part (the UK, US, India, Germany, and France).

The winners will submit a photo of themselves and the virtual garment will then be digitally tailored to their body. The customer will receive the picture of their new look, complete with moving animation effects, that they can post on their social channels.

It’s been created in collaboration with Dress-X, the digital and virtual clothing platform.

The launch happens as retailers and brands race to enter the virtual world, with digital and NFT collections coming thick and fast.

The Swedish fashion giant said this latest move represents its “values of being an inclusive retailer as the looks fit all bodies no matter size, shape and gender”.

And the collection “also enables us to contribute to our ambition to become fully circular and climate positive” as there’s no manufacturing, packaging or waste involved.

Ongoing H&M collaborator Maisie Williams — the actress and sustainability advocate — is fronting the launch as the face of the campaign for the collection.