H&M Man launches 'Essentials' curation of star pieces

By Sandra Halliday  -  29 January 2022

H&M has added a new curated selection to its H&M Man offer with the launch of Essentials, which comprises "best-selling designs that achieve the perfect look".

Available from next month it will be an “ever-expanding range of perfect products that never go out of style”, we’re told.

The ongoing concept pulls together “the most popular design classics, making it easier for men to find, buy and even replace their most-loved, most-needed items”, the company explained.

And the curation also “functions as a complete wardrobe, as each component complements the others”. So what does that mean in practice? Well, to start with there’s The Overshirt, The Jeans, The Hoodie, The Oxford Shirt, The Sweatshirt, The Sneakers, and The T Shirt, the capitalised names underlining the focus win these pieces as star items. Further “handpicked garments” will join the mix this autumn.

The company said that the “enduring popularity of each of the Essentials means significant advances have been made in terms of functionality, durability and sustainability – all without compromising the original design”. The Hoodie, for instance, is H&M Man’s best-selling hoodie ever, having sold over 2 million pieces worldwide since its inception in 2015. And as well as an increased percentage of recycled material in it, "subtle detailed changes have kept this garment continuously relevant".

By Sandra Halliday

Copyright © 2022 FashionNetwork.com All rights reserved.