Sweden’s H&M & Iris Apfel launch new playful collection

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H&M and style icon, Iris Apfel, have joined hands for the latest collaboration, a glamorous and vibrant project. The Iris Apfel x H&M collection celebrates the 100th birthday of the beloved tastemaker. The collection has launched on H&M’s website and in select stores in the US and Canada. Iris Apfel is renowned for her flamboyant and bold outfits.

Apfel champions the idea that style and inspiration can come from anywhere and anyone, regardless of price. Inspired by Apfel’s unique flair and more-is-more aesthetic, the Iris Apfel x H&M collection offers an assortment of stunning pieces designed for everyone.

The clothing and accessories have all been created to honour Apfel’s unwavering independence and original sense of style.

The collection features a playful mix of textures, patterns and cuts. Key garments include a jacquard suit with peapod embroidery and pearl peas, a voluminous frilled tulle jacket and a flouncy tiered skirt and blouse set in a stunning iris flower print. A rainbow of fabulous, vivid colours including canary yellow, emerald green, radiant violet, vivid turquoise, and sunset orange bring the garments to life.

A line of jewellery and accessories is also available to complement the wardrobe. Taking inspiration from Iris Apfel’s love of layering and fondness for chunky statement pieces, the accessories pull from many themes, including plants, animals, and treasures from another world, the company said in a media statement.

“H&M was drawn to work with Apfel because of her famously eclectic taste and her influence within the fashion community. She epitomises personal style – a style that is both beautifully flamboyant and eclectic as well as totally ageless. She shows what fashion is all about: it’s a means of expressing yourself, who you are or want to be and a way to have fun. She’s a true inspiration,” Ann-Sofie Johansson, creative advisor, H&M womenswear, said in a statement.