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# Lemlem, H&M Capsule Collection Collaboration - Haute Fashion Africa (HFA)

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Artisan-driven sustainable fashion label [Lemlem](#) by Liya Kebede has collaborated with Sweden-based retailer, H&M to curate a capsule collection.

The collection will carry the Lemlem x H&M label featuring the signatory Lemlem stripes and colourful bright palettes with sustainably sourced material true to the brands' tradition.

The upcoming collaboration which will be out on 22<sup>nd</sup> April on hm.com and in select stores is in line with H&M's efforts to play up sustainability. It contains relaxed styles made of organic linen, recycled polyester and Tencel Lyocell while the assortment of kaftans, sundresses, jewelry and other sundries will debut May 6.

In addition, H&M will be donating \$100,000 to the Lemlem Foundation, the philanthropic arm of the African-made fashion brand that she started in 2006 which creates job opportunities for impoverished artisans.

The designer stated; *"Lemlem in Amharic means to blossom and we hope this is the beginning of a blossoming new era for fashion, with hopefully more sustainability, more inclusivity and more of a much needed, more colourful and more uplifting wardrobe palette for our world today."*

The Lemlem Foundation was created to support impoverished women artisans in Africa with programs that offer job opportunities, health care and responsible production. Through partnerships with social enterprises, the foundation supports training for female artisans in Ethiopia and Kenya to strengthen their skills and prepare for jobs in the textile and fashion industry in Africa.