

H&M to launch collab with SA fashion label Mantsho

H&M has announced its first African collaboration with South African designer, Palesa Mokubung and her fashion label, Mantsho. The collection, to be made available from 15 August this year, will be sold in all South African stores as well as exclusive flagships around the world and all H&M online markets.



The Mantsho label, meaning 'black is beautiful' in Mokubung's native Sesotho language, was established in 2004 and has since graced numerous runways including Greece, India, USA, Jamaica, Nigeria, Botswana and Senegal. The brand is known for its vibrant fabrics, bold and edgy designs with distinct silhouettes and structures. The collection of women's wear and accessories will introduce a fresh, fun and uniquely South African aesthetic to H&M customers around the world.

"Palesa is such an inspiring talent and personality. We love how she works with colour, print and silhouettes enhancing the female shape in a flattering and playful way. At H&M, we value diversity of ideas and designs and draw inspiration from across our geographical footprint and we are so excited to share this collection with our customers across the globe," says Pernilla Wohlfahrt, H&M's assortment manager for collaborations and special collections.

Since the fashion retailer's entry into South Africa in 2015, it's [faced mounting pressure](#) from industry to support local designers and manufacturers. Apart from the Mantsho collaboration that's just been announced, H&M also recently revealed that it will soon start testing production in South Africa.



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Mokubung calls the H&M collaboration a dream come true. "This project has been a valuable journey so far and I cannot wait to share my passion and design with fashion lovers around the world. Mantsho prides itself as a ready-to-wear brand and this exclusive collection fulfils this promise," she says.

The Mantsho x HM collection will be available in all South African stores as well as selected flagship stores in the United States of America, the United Kingdom, France, Spain, Portugal, The Netherlands, Belgium, Mexico, Chile and Israel.

For more, visit: <https://www.bizcommunity.com>