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The party season collection is said to be “for those who love to experiment and express themselves” with a campaign shot by photographer Rafael Pavarotti and titled "Just before the party starts".

“The theme captures the sensation of getting ready, and the optimism and individuality of those who love fashion, glamming up, choosing looks, posing in front of the mirror, dancing, and being free”, it said.

It was created by the H&M design team together with the stylist Ib Kamara, who contributed as Creative Advisor and styled the campaign.

Included in the offer are a pink strappy sequin dress made of recycled polyester, and tailoring crafted from fibres made from waste materials.

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