Gigi Hadid fronts new campaign film for H&M

By Sandra Halliday - April 4, 2022

H&M has launched a new campaign starring one of the world's best-known models, Gigi Hadid. It comes with a film called Hôtel Hennes, "a fictional fashion destination, inspired by legendary art hotels, where artists, thinkers and icons hung out, collaborated, and completed residencies".

The company said it's "a place where aesthetics are exaggerated and experimental, where stories can twist and turn, where dreams are made, and where fashion has no rules".

Director Bardia Zeinali described its as a visual "wonderland. The stars are not in their usual roles and every frame is intended as a new adventure".

Hadid plays the hotel owner who welcomes a new guest, played by model Jill Kortleve, to the Hôtel Hennes with the help of an "entertaining cast of visitors and staff, from models-turned-bellhops Jazzelle Zanaughtti and Kiddy Akita Lou, to newly checked-in holiday-makers, Isabelle Chaput and Nelson Tiberghien of the Young Emperors".

Also included are model Olivia Vinten, as the Head of Housekeeping; dancer and content creator Donté Colley as the Head of Glow-ups; model Devyn Garcia as a lifeguard; editor Julia Hobbs as a fashion journalist; model Precious Lee as a catwalk model; and content creator Christina 'Tinx' Najjar as the receptionist.