H&M adds Cherished Waste collection to its sustainability line

By Nigel Taylor - April 21, 2022

H&M has launched the latest drop -- Cherished Waste -- in its sustainability initiative ‘Innovation Stories’. And emphasising that the newest line is to be “cherished and shared”, the pieces come with labels in their linings where customers can write “heartfelt messages when they want to pass it on to someone new”.

Expanding on the Innovation Stories line launched last year, the new romance-themed collection invites customers
“to fall in love with materials made from waste”.

Available online and in selected stores from April 21, the eye-catching fashion statements and soft styles are combined with repurposed, recycled and low-impact materials, many made from recycled garments, ocean-bound plastic or other waste materials.

“The collection combines bold proportions with cutting-edge materials that utilise waste to create beautiful fashion statements”, H&M noted.

Several of these materials are firsts for H&M, including Mirum, a plant-based leather free of plastic and made from plant fibres, vegetable oil and minerals; recycled silk; and AirCarbon, a biomaterial made by natural microorganisms that use air and carbon from greenhouse gases.

Headline pieces are dresses, from the bubble gum-pink heart-shaped evening dress to a pale blue puff-ball mini and the pink knitted spike dress, all made from recycled polyester.

Recycled silk made from waste silk is used on a frill-trimmed pink shirt, while a pair of court shoes and a studded bracelet make use of Mirum, and a convertible chain necklace and rhinestone earrings feature black hearts made from AirCarbon.

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