Comedian Pete Davidson stars in new, purpose-driven H&M menswear campaign

By Nigel Taylor - April 28, 2022

No joking around, this has a serious message. H&M has made stand-up comedian Pete Davidson the face of its new menswear campaign. And the choice is an important one, made to emphasize “the powerful connection between clothes and the confidence it gives men when taking on everyday life”, the Swedish fashion giant announced Thursday.

But it’s not all about buying new. Central to the theme is the promotion of wardrobe diversity, with H&M telling men “to enjoy what they already own, buy vintage, and then add in the new pieces that matter from H&M’s menswear collections”.

Of course, the campaign features men wearing new-season H&M pieces, but they’re mixed with favourites from past H&M menswear collections. It said the campaign “reflects the new mood in fashion that’s all about evolution and bold statements”.

“It’s a holistic approach that moves beyond complete seasonal change to a new way with fashion for all of us”, it added.

In the campaign, the retailer also said it “celebrates the new menswear movement that puts personal style front of stage” while also “capturing the fresh energy in global men’s fashion, all about freedom of expression and self-confidence in personal style every single moment”.

H&M added: “It’s an invitation to turn up the volume, have fun and be bold, adding fresh pieces to much-loved wardrobe favourites.”
“As traditional codes break down and a new generation finds its own language, men’s fashion becomes a place where every moment counts. It highlights the power of clothes to express who we are, no matter what the occasion.”

Henrik Nordvall, Global Business Unit Director for Menswear at H&M, said: “Pete encapsulates everything H&M loves about the new menswear mood, with his self-confidence and play with personal style. He is so relatable, inspiring guys around the world to create the moment with their look themselves.”

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