

## H&M digs deeper into sustainability in new Conscious Exclusive collection

By [Barbara Santamaria](#) - February 13, 2018

H&M is launching this spring a new Conscious Exclusive collection, featuring accessories made from discarded candlesticks and a white lace wedding dress crafted from regenerated fishnet fibre.





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The Swedish brand's seventh Conscious Exclusive line will play homage to Swedish artists Karin and Carl Larsson, and their cottage Lilla Hyttnäs in Sundborn, which has become an icon of interior design for its paintings and tapestries.

H&M said the collection showcases the increasing possibilities of sustainable fashion, with new materials including recycled silver and Econyl, a 100% regenerated fibre from fishnets and other nylon waste.

Tencel, recycled polyester and organic linen also appear across new season womenswear, shoes and accessories.

"The innovation behind sustainable materials never ceases to amaze. Recycled silver is made from scrap metal with minimal environmental impact and Econyl® is a 100% regenerated nylon fibre from nylon waste that support clean oceans. The way the materials feature in our Conscious Exclusive collection shows how the latest technology can be incorporated with time-honoured techniques for spectacular results," said Ann-Sofie Johansson, creative advisor at H&M.





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To promote the new Conscious Exclusive collection, H&M recruited 90s supermodel and founder of the maternal health organisation Every Mother

Counts, Christy Turlington Burns. She poses alongside Aamito Lagum and Giedrė Dukauskaitė in a campaign shot by fashion photographer Mikael Jansson.

The new collection is due to launch in stores and online on 19 April.

By Barbara Santamaria

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