

# “H&M Makes London Fashion Week Return Amid Brand Revamp”



- first runway show (menswear & womenswear) in 7 years on London Fashion Week's opening night
- part of H&M's push to rebuild fashion credibility in an oversaturated market
- featured top models and celebrity faces
- live music performance by Lola Young added cultural buzz
- past events didn't create the same impact as rivals
- sales still weak despite new branding efforts
- show presented in 3 acts with diverse styles to appeal broadly

**Can a mass-market brand like H&M rebuild its image to compete with more premium brands, while still maintaining accessible price points, or will it inevitably need to raise prices to avoid being seen only as a budget brand?**

**How should a brand measure the success of a repositioning: cultural relevance, financial performance, customer loyalty, etc.?**