

CLOTHING RETAILER TAPS FASHION BLOGGER FOR COBRANDED COLLECTION



RETAIL

We've seen bloggers gain increasing clout over the years, culminating in their recent roles as [samples purveyor](#), [brand intermediary](#) and [on-site promoter](#). The latest spotting? Blogger turned big-name fashion label. [Elin Kling](#) is a well-known fashion blogger who has been covering Sweden's fashion scene since 2007. She's won several awards and served as head of fashion for Sweden's Expressen newspaper during that time, but it was only recently that she teamed up with clothing retailer [H&M](#) to launch a co-branded fashion line. Launching in Sweden this week, the new line's nine women's fashion pieces and two accessories reflect a modern, light and minimalist collection with bohemian influences. H&M is no stranger to collaboration, of course — having already teamed up with Stella McCartney, Rei Kawakubo of Comme des Garçons, Karl Lagerfeld and Matthew Williamson — but working with a blogger is a first for the company. Ten percent of sales resulting from the collaboration will be donated to UNICEF. All brands that still think the masses are just consumers: think again! Bloggers, reviewers and content creators of every kind may just be your next gold mine. (Related: [Travel company gives bloggers free trips](#) — [Job contest lets bloggers become pilots](#).)

Spotted by: R.P.

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