

H&M partners with SA illustrator Yay Abe on first locally-printed collection

H&M has revealed its next local creative partnership, this time launching a print collaboration with South African multi-disciplinary illustration studio Yay Abe, founded by Russell Abrahams. The print collaboration collection will be available at selected H&M stores in South Africa from June 2022.



Russell Abrahams, founder, Yay Abe. Source: Supplied

“The Yay Abe x H&M collaboration is a project initiated to support small business owners and promote the local design industry within South Africa. This collaboration is the first-ever locally printed collection from H&M in South Africa, and we are very excited to offer our customers a unique collection that’s inspired by the celebration of life,” says Caroline Nelson, country manager, H&M South Africa.

The Yay Abe x H&M collection follows the retailer's design collab with lifestyle brand [Neimil last year](#), and with SA fashion label [Mantsho in 2019](#).



SA brand Neimil given platform to shine in H&M

Lauren Hartzenberg 8 Nov 2021



Bold, graphic and locally inspired

Yay Abe is a multi-disciplinary illustration studio founded by Russell Abrahams. His work is inspired by local people and

cultures, characterised by bold colour, a unique graphic style and playful nature. It stems from the society in which he lives, and his work reflects his surroundings and the pulse of the nation.



Yay Abe x H&M Source: Supplied

“This collection for H&M is inspired by gratuity and reciprocating appreciation between people. I really wanted to create a body of work that people can wear and be proud of. It’s all about feelings, affirmations, and craft. I think illustration should always evoke an emotion. It’s what makes people gravitate towards good design,” says Abrahams.

The Yay Abe x H&M collection will be available at selected H&M stores in South Africa from 2 June 2022.

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