

PRESS INFORMATION

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ROBERTO CAVALLI AT H&M – THE FASHION PARTY HAS STARTED

The unique “Roberto Cavalli at H&M” collection made by the Italian fashion legend in collaboration with H&M was presented to the international press at a gloriously glamorous gala event in Rome’s Salone delle Fontane last night. Roberto Cavalli made grande entrée on a red carpet catwalk with a trail of models wearing his luxurious party collection. Stars from the music- and movie business, as well as fashionistas came to celebrate with the designer in Italian rock’n roll style.

“Roberto Cavalli is one of my personal favourites. His clothes are sexy, and he is always on the edge and changes before other designers. I think the collaboration with H&M is great because now all women can wear his designs”, says Halle Berry.

The Roberto Cavalli party was staged like a gigantic VIP lounge where, among others, Sharon Stone and Halle Berry were spotted in the crowd. The ambience was heated up with the noise of a helicopter and cars, paparazzi flashes and the appearance of the Italian fashion legend together with his wife Eva, followed by models wearing the “Roberto Cavalli at H&M” collection, sweeping down to the end of the red carpet catwalk where he contently declared:

“This party for the launch of the Roberto Cavalli at H&M collection is truly amazing! The atmosphere is electrifying, glamorous and full of positive and young energy. It’s a magical night that I will never forget”, says Roberto Cavalli.

“I think the collaboration with H&M is a great idea. The clothes look great and the ads are beautiful. Roberto Cavalli is a wonderful designer who knows how to make both chic and sexy”, says Sharon Stone.

Models Erin Wasson and Jessica Stam showed Roberto Cavalli’s famous animal print dresses made of silk chiffon, a fabulous red carpet dress made of pleated gold lame, a mini sheath with sequins and pearls and shapely tuxedo style jackets and trousers. Nicolas Malleville showed the men’s range with sharply cut suits and tuxedo separates, worn as a suit or with jeans, T-shirts and shirts de luxe.

“The collection is built around a selection of Roberto Cavalli’s favourite pieces throughout the years, of which many are made to wear on the red carpet. But Cavalli’s fashion is not only about the red carpet but foremost about a positive and optimistic attitude. It’s about enjoying the good things in life with large dose of fashion glamour”, says H&M’s head of design Margareta van den Bosch.

To view film material from the fashion event:

www.hm.com/press/cavalli

To view picture material from the fashion event:

www.hm.com/press

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