

H&M and e.l.f. Cosmetics Join Forces for a First-of-Its-Kind Fragrance Collaboration

Three beauty icons. Three unique scents. One groundbreaking global partnership to 'make it make scents.'

H&M and e.l.f. Cosmetics, a brand from e.l.f. Beauty (NYSE: ELF), today announce a collaboration on an unexpected new eau de parfum collection that marks a series of beauty firsts for both brands. Three of e.l.f.'s holy grail favorites – Power Grip Primer, Halo Glow and Camo – are interpreted through H&M's distinct fashion lens in H&M's debut beauty partnership and e.l.f.'s first exploration into fragrance.

Bold, inclusive and joyfully disruptive, the collection emphasizes the power of fragrance to connect, empower and inspire, igniting a cultural movement shaped by emotion to “make it make scents.”

As H&M's first beauty-sphere partnership, the limited-edition collection is a milestone that reaffirms the brand's evolving vision to extend its creative universe beyond fashion and into the world of beauty and scent. For e.l.f., it's a double eyes.lips.first. as the brand's debut in fragrance and its first global fashion collaboration furthering its mission to make the best of beauty accessible to every eye, lip and face.

H&M and e.l.f. bring unprecedented innovation to a partnership of like-minded brands, both driven by the passion and power of their communities. At the intersection between fashion's cultural pulse and beauty's emphasis on expression, the partnership reflects the shared desire of H&M and e.l.f. to make exceptional design, craftsmanship and experience accessible to all.

“This collaboration marks an exciting milestone for H&M as our first-ever partnership with another beauty brand. e.l.f.'s clear point of view and strong emotional connection with its community made this a natural collaboration for us. Being part of e.l.f.'s first venture into fragrance is especially meaningful, and together we set out to create something unexpected — bringing premium craftsmanship to fragrance in a way that is modern, expressive and accessible. This collection reflects our shared belief in democratizing access to high-quality beauty experiences,” says Cathrine Wigzell, General Manager, H&M Beauty.

"The world is craving more liberation, imagination and self-expression. e.l.f. and H&M answer the call with a multi-sensory journey extending the boundaries of fan-favorite franchises Power Grip, Halo Glow and Camo. This is the rhythm of kindred spirits force multiplying to unleash the power, pace and curiosity of fashion and fragrance. This is the best of beauty made accessible to the happy many." says Kory Marchisotto, Chief Marketing Officer, e.l.f. Beauty

The Eau de Parfum Collection

Each unique fragrance is the product of exceptional craftsmanship. All vegan.

POWER GRIP – Salty Drip

Eucalyptus, cedarwood, sea salts – a crystalline scent with cooling eucalyptus and aromatic woods, softened by mineral sea salt and the clean clarity of water. Like glassy textures and teal light, it clings with a fresh, hydrating grip.

HALO GLOW – Luminous Cloud

Magnolia, vanilla, amber – a luminous scent with airy florals and soft vanilla, wrapped in a comforting cloud of sweetness. Feminine and romantic, it drifts like dream creatures in shimmering pearl suits – fluffy, paradoxical, and quietly enchanting.

CAMO BLEND – Nude Canvas

Vanilla, musk, palo santo – a transformative scent with creamy woods and smoky depth, blending seamlessly into skin. Like a forest in disguise, it's soft yet mysterious, cloaked in warmth and illusion.

To celebrate the launch, H&M and e.l.f. created a high-energy campaign featuring an original track called "spritz. walk. waft" with an accompanying video directed by Tanu Muino featuring choreography designed to maximize the spread of scent. Inviting fragrance lovers to "make it make scents" through the art of wafting, the campaign captures the disruptive spirit of each fragrance and opens the door to three unique sensorial worlds.

Complementary limited-edition accessories, including Power Grip Salty Grip Gripping Socks, Halo Glow Luminous Cloud Charm and Camo Blend Nude Canvas Bowling Bag + Mini Bag, enhance the expressive experience of the partnership.

Launching on 29 January, 2026, the trio of scents will be available in selected H&M stores around the world and online at [hm.com](https://www.hm.com). Each fragrance is priced at €24.99/\$29.99.

About e.l.f. Cosmetics

e.l.f. Beauty (NYSE: ELF) is fueled by a belief that anything is e.l.f.ing possible. We are a different kind of company that disrupts norms, shapes culture and connects communities through positivity, inclusivity and accessibility. e.l.f. Cosmetics, our global flagship brand, makes the best of beauty accessible to every eye, lip and face by bringing together the best of beauty, culture and entertainment. Our superpower is delivering universally appealing, premium quality products at accessible prices that are e.l.f. clean and vegan, all double-certified by Leaping Bunny and PETA as cruelty free. We are proud to have products made in Fair Trade Certified™ facilities. Learn more at www.elfcosmetics.com.

About H&M

H & M HENNES & MAURITZ AB (PUBL) was founded in Sweden in 1947 and is listed on Nasdaq Stockholm. H&M's business idea is to offer fashion and quality at the best price in a sustainable way. The group's brands are H&M (including H&M HOME, H&M Move and H&M Beauty), COS, Weekday (including Cheap Monday and Monki), & Other

Stories, ARKET, Singular Society and Sellpy. The group also includes several ventures. For further information, visit hmgroup.com.