H&M Collaborates with Indian Fashion and Jewelry Company Sabyasachi for New Designer Collection

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Sunsella, a company based in Las Vegas, Nevada, that offers home and kitchen products online, has commented on the news that H&M has partnered with Indian fashion and jewelry company Sabayasachi to come up with a new designer collection. H&M?s latest collaboration signifies its ambitions in India, which is one of the fastest growing markets. The Indian company was established by Sabyasachi Mukherjee, who has a reputation in India of being the bridal designer of choice for Bollywood stars and the wealthy elite. Sabyasachi himself is a celebrity as he appears in a reality TV show called, ?Band Baajaa Bride,? which features couples relating their stories about getting a chance at a ?Sabyasachi makeover.?

The new designer collection will combine traditional and modern silhouettes with indications for glamping and athleisure. Understandably, it will integrate Indian textiles and prints and it is scheduled to be available on the market by April 16, 2020, when it will be launched across the various H&M stores in India, at the H&M website, and Myntra, the digital fashion retailer that is owned by Indian e-commerce giant Flipkart. H&M has not revealed prices yet but they are expected to be priced lower than the original designs of Sabyasachi.

Because traditional garments in India continue to be very popular, the fashion industry in that country is still a relatively small but one with so much potential. Inexpensive Western fashion had started to make inroads into the country a few years back, with Zara, H&M?s competitor, opening its first store in India in 2010. H&M also opened it first store in 2015. Sunsella observed that H&M also plans to make the new designer collection available online, which means that e-commerce is indeed the way to go.

One of the convenient home and kitchen products that people can be interested in Sunsella is the Stainless Steel Water Bottle with Clip. This is a 17 ounce water bottle made from high quality stainless steel. It has a double walled design to provide optimal insulation. And with its vacuum insulation, it is guaranteed that the hot or cold beverage inside will maintain its temperature for at least 24 hours. This water bottle has a removable silicone ring with aluminum carabiner so that people can clip it onto their backpacks, bags, etc., to ensure that it will be not be inadvertently left behind. It also features a leak proof screw on lid that also serves as insulation.

And then there is the silicone vegetable steamer from Sunsella. This is made from high quality silicone and it can easily be made more compact to make it easy to store in inside the cabinet or anywhere else. It can also be adjusted to fit inside a wide range of sizes of pots and pans. It is resistant to temperatures as high as 446 degrees Fahrenheit or 230 degrees Centigrade. It is also provided with strong and durable locking handles, which can be used for retrieving it easily from the pot or pan. The handles can also be folded so that the lid of the pot or pan where it is placed can be closed. It can be used to steam various kinds of food like dumplings, fruits, meat, chicken, desserts, eggs, vegetables, seafood, and more.

Sunsella also offers a Leakproof Lunch Container. These are bento boxes that are leak proof, thus ensuring that soup and other liquids will not accidentally leak out of the box. The soup or sauce in one compartment will not also leak into the other compartments. This bento box can also be utilized as a student?s lunch box. Thus, moms can plan and prepare the school lunch of their kids for the whole week and then keep these bento boxes in the fridge. In the morning, they can get one box for each kid who goes to school, heat it up and the kids can then bring their lunch boxes to school.

Those who are interested in some of the Sunsella home and kitchen products can take a look at their website or contact them through the telephone or via email.

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Sunsella

The Sunsella range consists of high quality kitchen utensils and gadgets designed to improve your quality of life.

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