

EVA CHEN

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Activity Book



EVA CHEN × H&M

Welcome the back-to-school season in fashion you can feel good about! Created with love, using materials such as recycled cotton, recycled polyester, and TENCEL™ Lyocell, the gender-neutral collaboration embraces Eva's vision of long-term value with styles meant to be worn, treasured, and passed along for years to come. Taking inspiration from the great outdoors, as well as '90s Americana, Japanese, and Korean influences, prepare to fall forward with relaxed denim, rugged outerwear, and comfy separates in sizes 2-10Y!





ABOUT EVA CHEN

Eva Chen is a fashion icon, mother of three, and best-selling children's author. With a strong social media community, a keen eye for trends, and a passion for living sustainably, Eva brings her expertise to the collaboration, combining fashion-forward and classic designs, with practical garments meant to be loved for years to come.



Shop the
Collection



Fleece Pullover Jacket with Denim Pocket and Trim
Slouchy Denim Jean
Denim Baseball Cap with Embroidery



Denim Dress with
Embroidered Ruffle Collar
Corduroy Bucket Hat
Breton Striped Top with
Mushroom Embroidery
Fleece-Lined Denim
Workwear Jacket

Peter Pan Collared Pucker Top

Bootleg Denim Jean
with Embroidery

Striped Fisherman Sweater

Tiered Denim Skirt





Eva Chen x H&M Exclusive Iron on Patches
Printed Sweatshirt
Printed Sweatpants (not pictured)
Fleece Collared Lined Denim Workwear Vest



Pointelle Knit Cardigan Set





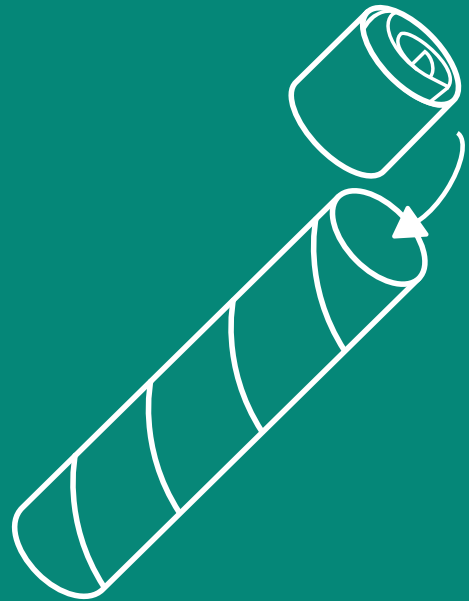
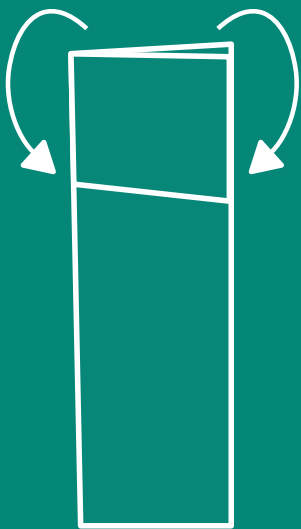
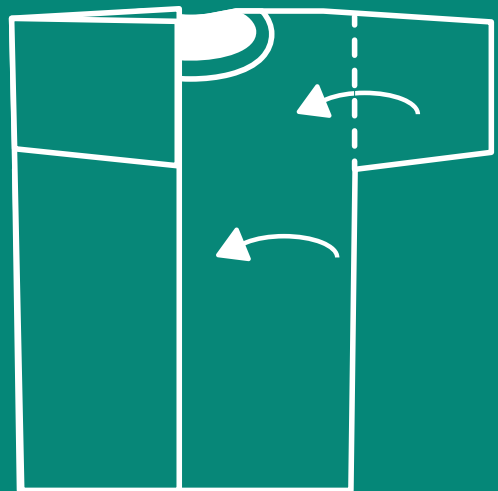
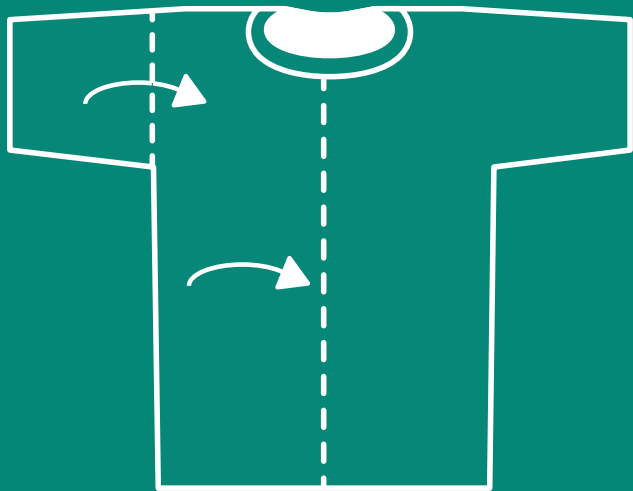




SUSTAINABILITY

United by our values at H&M, we have an ambition to lead the change towards a circular fashion industry with net-zero climate impact, while being a fair and equal company. We recognise the positive and negative impacts of our industry and our business, as well as the need and opportunity for a transformation to new ways of working that protect the rights of current and future generations. We're committed to designing style that is good for the Earth and good for people.





PASS IT ON!

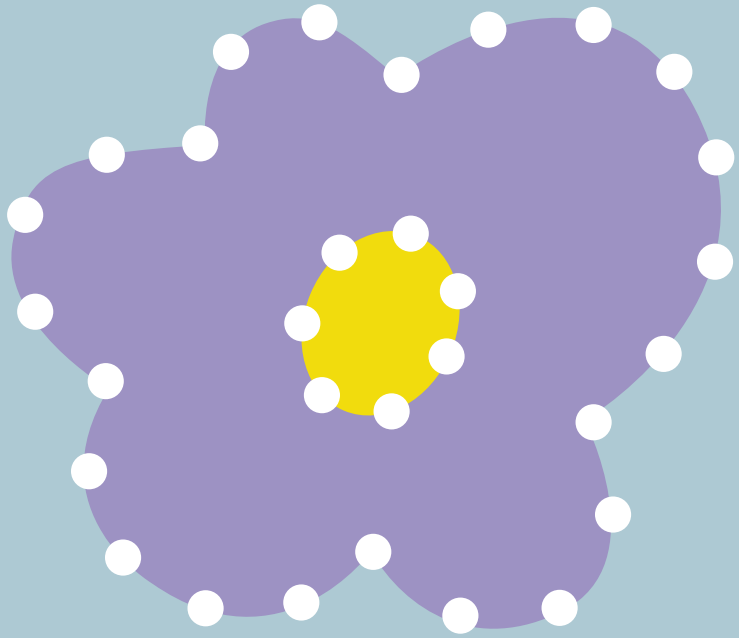
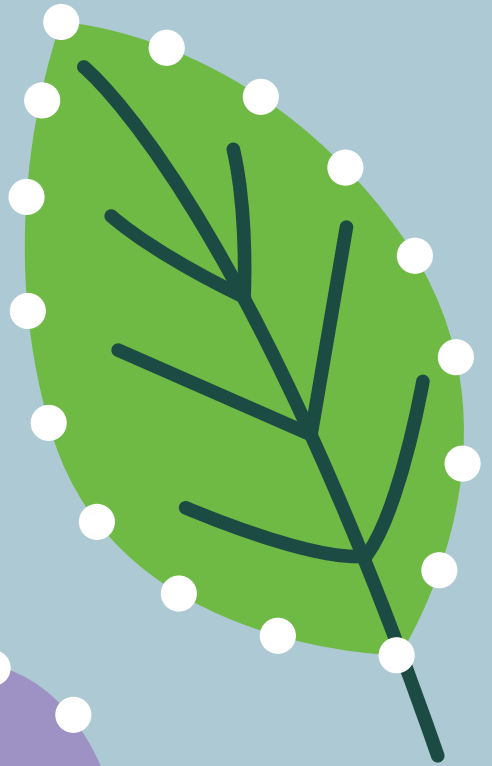
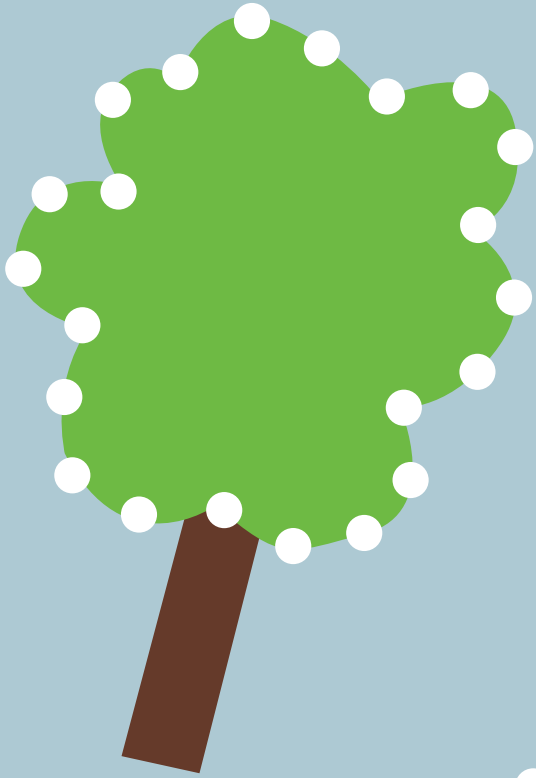
Made with long-term love in mind, our mailers are designed for you to share your gently worn clothing with family, friends and those in need. To pass on your clothes, roll them and re-pack into the mailer tubes as space allows. Ensure that the top is tight and tape shut. Place your shipping label directly on the tube to send on to share the love!

Embroidery Activity

Become a designer! Inspired by the collection's nature patches, we encourage you and your youngsters to learn the basics of sewing and the importance of making repairs or getting creative with patches and fabric to make clothing last!

- 1 Choose some fun thread! The piece of thread should be at least two feet long.
- 2 Pull the thread through the top of the needle until both ends of the thread are equal in length. Knot the two ends together to form a loop.
- 3 Start your first stitch by poking the needle through the white dot on a collection icon and pull the thread up and through the next white dot.
- 4 Continue to add stitches to your cutout by looping the thread over and under repeatedly, going dot by dot, working your way around the shape.
- 5 Finish stitching your desired shape! When completed, end your final stitch on the back side of the cutout, clip the thread, and knot.





Seed Ball Activity

A fun and family-friendly activity, seed balls are easy to make and offer the opportunity to get your hands dirty, spend some time outdoors, and learn about native plants and why they're important. Pay it forward and plant the future.



1

• COLLECT RECOMMENDED MATERIALS:

- Seeds
- Water
- Soil, sand and compost from your backyard or local park.
- Aluminum foil, tray/cookie sheet and spoons from your kitchen.

2

MIX DRY COMPONENTS:

- Add 3 tablespoons of soil to your tray
- Add 1 tablespoon of compost to your tray
- Add 1 tablespoon of sand to tray
- Mix well with your fingers

3

ADD SEEDS:

- Add a 1/2 teaspoon of seeds to your dry components.
- Mix well with your fingers

4

ADD WATER AND COMBINE:

- Add a small amount of water and mix with your fingers to create a consistency like cookie dough.
- The idea is to get the mixture to stick to itself and form a ball.

5

FORM AND DRY:

- Form marble-sized seeds balls with your fingers (don't worry about getting them perfectly round!)
- Once formed, place them on your aluminum foil sheet to dry.
- Let them dry for 24 hours — they should feel like rocks.

6

PLANT:

- Once dry, make sure you plant your seed balls in a hole and cover with soil.
- You don't need to water or tend to your seed balls, just sit back and wait for your flowers to bloom!

Planter Activity

Together, kids and adults can go outside — and with a little help of sunshine, water and dirt — grow something special. The base of the cardboard tube can be repurposed for your garden with some simple preparation.

- 1** Poke holes (pen sized) in the bottom of the tube's base to allow roots to grow into the soil.
- 2** Fill the cardboard pots with soil, add your seeds
- 3** With some water and sunshine, in about a week, the little seedlings will have started to grow.
- 4** You can even plant your tube in the garden when the weather is favorable. Widen the holes at the bottom and plant, tube and all. The cardboard will disintegrate slowly and help to add nourishment to the soil.
- 5** Wait and watch nature work it's magic!





Cardboard Planter



Soil



Seed ball



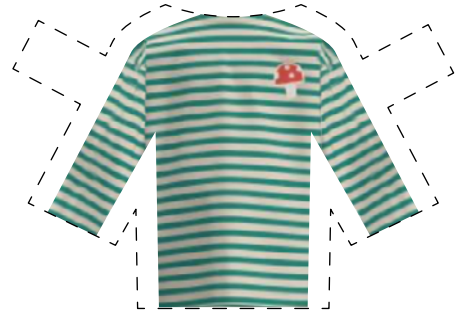
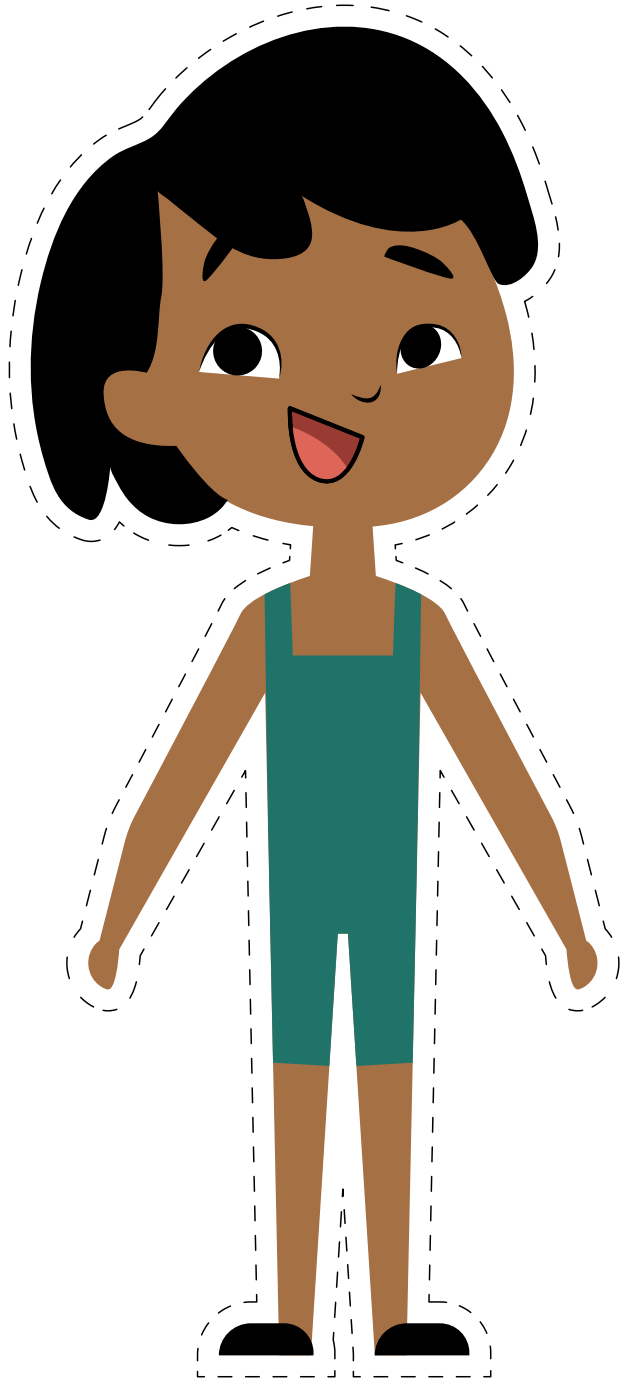
Poke holes here

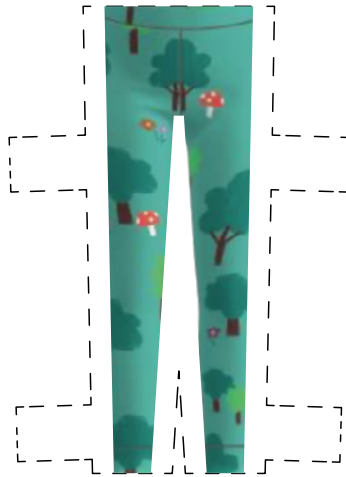
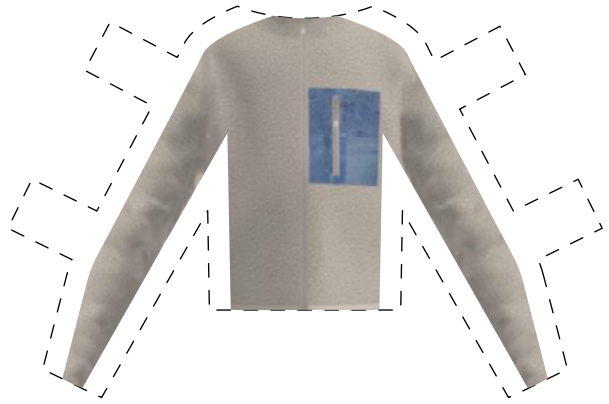
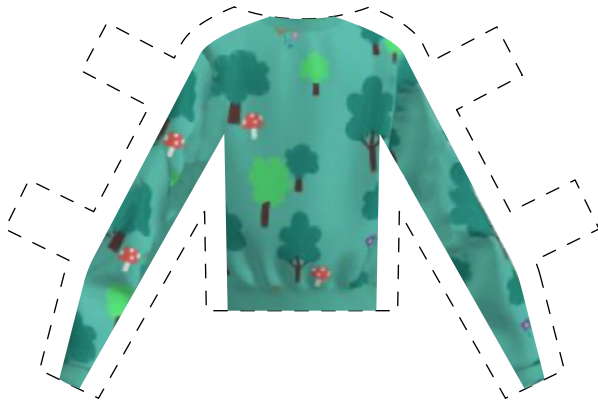
Paper Doll Activity

Play fashion editor! Our activity book includes a playful set of paper dolls and fashionable paper outfits inspired by the Eva Chen x H&M collection for youngsters to put their own spin on personal style.

- 1** Cut out the silhouettes and clothing designs found in the activity book.
- 2** Fold the tabs labeled on the different clothing pieces.
- 3** Mix and match each piece, folding them onto the dolls to create your own look.









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ILLUSTRATED BY

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