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## **After 11 years, H&M returns to Tulum from Coba and launches it's Home Collection For this summer**

This summer 2024, H&M, the Swedish fashion giant, is collaborating with renowned fragrance brand Coqui Coqui to create a collection of home décor items; H&M Home.

The vision of the collaboration is to invite the traveling consumer to enter the world of Coqui Coqui and its adventurous lifestyle that defines the brand's DNA.

It was in 2013 when the Swedish firm first chose the paradisiacal Tulum as a destination to launch a fashion advertising campaign from its majestic beaches.

In 2024, they will explore the Mayan jungle of Tulum and choose the Coqui Coqui Boutique hotel, located on the edge of one of the majestic lagoons that surround the ancient Mayan city of Cobá, to launch a beautiful collection of unique décor pieces globally.

This is how "A home away from home" was born

A decoration collection for an adventurous lifestyle with the luxury brand Coqui Coqui and H&M HOME.

**Explore Tulum, Mexico on the Yucatan Peninsula. Visit Tulum!**