

Justin Bieber hits out at 'trash' H&M merchandise

Justin Bieber has criticised H&M merchandise which featured the popstar's lyrics and image, labelling the products "trash".

The Canadian singer levelled the criticism at the Swedish fast fashion brand on his Instagram page.

In two posts on his Instagram stories, [Bieber](#) told his 270 million followers he had not approved the products.

"The H&M merch they made of me is trash and I didn't approve it," Bieber said. "Don't buy it."

"I didn't approve any of the merch collection that they put up at H&M... all without my permission and approval."

H&M responded by saying it had removed the Bieber-related products from sale.

"We have followed all approval stages, but while we are still checking this with all concerned parties, items have been removed from selling," a H&M spokesperson said.

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“As with all other licensed products and partnerships, H&M followed proper approval procedures.”

The H&M website had shown hoodies, t-shirts and sweatshirts with pictures of Bieber or quotes from his lyrics such as “I miss you more than life” from his song Ghost, roughly priced between £9.40 and £41.

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The retailer has worked with Bieber since 2016 and has also sold Billie Eilish and Ariana Grande merchandise.

Last month it announced it is to [cut 1,500 jobs](#) from its global workforce, with the impact on UK roles uncertain.

As part of a push to reduce costs across the business, the

world's second-largest clothing retailer is cutting the roles "within central functions", a spokesperson said.

Profits had fallen 30% in the nine months to the end of August, as the costs of [winding down Russian operations](#) mounted following the invasion of [Ukraine](#).