
MONKI HIGHLIGHTS THE EFFECTS OF SOCIAL MEDIA ON MENTAL HEALTH

By Holly Friend

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All the Feels by Monki, Sweden

Watch this video at <https://www.lsnglobal.com/news/article/23064/monki-highlights-the-effects-of-social-media-on-mental-health-1>

Sweden – The H&M Group’s **youth-focused fashion brand** has launched a campaign to draw attention to the positive and negative sides of social media.

The campaign, **All The Feels**, features video interviews with three social media influencers who double as mental health advocates. Emily Bador talks about her role in the body positivity movement, John Yuyi discusses how her online persona is juxtaposed with her real identity, and Elyse Fox shares her story on building her collective Sad Girls Club.

The brand also released a capsule collection of nine items that encourage women to express their emotions on their clothing. The range of accessories and clothing comes with contrasting slogans such as ‘bad day’ and ‘good day’, which can be added or removed with Velcro depending on the wearer’s mood.

While social media’s damaging impact on young people is a hot topic, the positive effects are less documented. For more on how Generation Z are taking control of their emotions, **book one of our in-house presentations.**