



PRESS RELEASE

H&M DIVIDED Launches Fun-Filled Collection With The Simpsons



SINGAPORE, 20 August 2021 -- As we step into the heat of summer, H&M releases a fresh collaboration with popular cartoon series The Simpsons, known for its comedic antics, to create a new print collaboration. Cleverly capturing its signature sense of humor in printed patterns, the pieces feature eye-catching colours such as baby blue and neon yellow. Greens and sweet pink shades add layers of details to the collection. Spend a leisurely afternoon on the beach or create your own dream travel destination at home while sipping on an ice-blended cola in these comfy threads.

Co-ords are hot this season, and the printed top and shorts sets exude the ultimate summer vibes. The breathable tank is paired in a similar style, and the ombre print simply puts you in the mood for a popsicle while enjoying the sun's rays. H&M Divided's The Simpsons collection is now available exclusively on [zalora.sg](https://www.zalora.sg) and [zalora.com.my](https://www.zalora.com.my).

Shop the collection now, [zalora.sg](https://www.zalora.sg) and [zalora.com.my](https://www.zalora.com.my)
Assets can be downloaded [here](#).



ZALORA

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About ZALORA Group

ZALORA is Asia's online fashion and lifestyle destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong and Taiwan. ZALORA is part of Global Fashion Group, the leading fashion and lifestyle online destination in growth markets. ZALORA offers an extensive collection of top international and local brands and products across apparel, shoes, accessories, and beauty categories for men and women. Offering up to 30-day free returns, speedy deliveries as fast as 3 hours in some markets, free delivery over a certain spend, and multiple payment methods including cash-on-delivery, ZALORA is the online shopping destination with endless fashion possibilities.

About Global Fashion Group

[Global Fashion Group](http://www.global-fashion-group.com) is the leading fashion and lifestyle destination in growth markets across LATAM, CIS, SEA and ANZ. From our people, to our customers and partners, we exist to empower everyone to express their true selves through fashion. Our four e-commerce platforms: dafiti, lamoda, ZALORA and THE ICONIC connect an assortment of international, local and own brands to more than one billion consumers from diverse cultures and lifestyles. GFG's platforms provide seamless and inspiring customer experiences from discovery to delivery, powered by art & science that is infused with unparalleled local knowledge. Our vision is to be the #1 online destination for fashion & lifestyle in growth markets, and we are committed to doing this responsibly by being people and planet positive across everything we do.

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