



PRESS RELEASE

## H&M DIVIDED Launches Popeye Collaboration, Kickstarting A Vibrant Summer



SINGAPORE, 20 August 2021 -- H&M Divided launches a new collection in collaboration with the classic animated television show Popeye for Summer 2021, incorporating the household cartoon's comedic icons and signature logos onto refreshing colors like shades of teal blue and light purple, injecting playfulness into the summer season. The collection consists of more than 30 items such as tops, dresses, shorts and accessories, and is now available exclusively on [zalora.sg](https://www.zalora.sg) and [zalora.com.my](https://www.zalora.com.my).

The oversized knit top decorated with Popeye's classic cartoon characters would be perfectly paired with a collared preppy blouse and a plaid accordion skirt; while the combination of a purple checkered cropped blouse layered over a purple jersey dress would look absolutely on trend.

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

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#HMSingapore  
#HMMalaysia  
@hm @zaloramy @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. For more information visit: [www.global-fashion-group.com](http://www.global-fashion-group.com)

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