

# ZALORA

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## ZALORA Launches New Podcast “ZALORA Talks”

*The FIRST of it's kind from a Southeast Asia e-commerce brand, the series builds on the company's long standing expertise in Fashion & Lifestyle, and is part of its increased investment into content creation*

**MANILA, 6 May, 2021** – [ZALORA](#), Asia's leading fashion and lifestyle e-commerce platform, has officially launched ZALORA Talks, a new podcast series around the latest trends and hot topics in the Fashion & Lifestyle industry. Set to be the FIRST OF ITS KIND in the region's e-commerce space, ZALORA Talks comes as part of the company's plans to further grow its content marketing strategy in 2021.

Hosted by Amy Yasmine, former editor of Harper's BAZAAR Malaysia, ZALORA Talks brings together industry experts, brand partners, and fashion and lifestyle Key Opinion Leaders (KOLs) to discuss trending issues around lifestyle, health and wellness, fashion and beauty, as well as current events like the new realities of celebrating Eid al-Fitr during the pandemic. Featuring celebrity guest appearances from personalities like celebrity stylist Laureen Uy, TV Host and entrepreneur Yumika Hoskin, Model and influencer Natalie Prabha, Singapore National diver, Kimberley Chan, and Jenn Low, Founder of Wanderlust & Co. among the stellar lineup of guests from around the region. The series will comprise two seasons annually, with six 45-minute episodes making up each season.

**Gunjan Soni, CEO, ZALORA Group**, said: “As consumers continue to accelerate their migration to the online space, we have noticed the increasing demand for new forms of engagement. With consumers fatigued with Zoom and VCs over the last year of pandemic, audio is the refreshing new choice of medium! We are excited to tap on our guests' diverse areas of expertise, and foster community-driven conversations about topics that are close to all of our hearts.”

The launch of ZALORA Talks is the latest milestone in the company's increased investment into native content development, and comes off the back of the recent launch of ZALORA's industry webinar series, which is broadcasted quarterly on platforms such as [LinkedIn](#), [YouTube](#). The move also aims to introduce the podcasting format to the industry, which has itself seen [a surge in search interest and activity since](#)

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[the onset of the pandemic last year](#). Over the past year, ZALORA has been embracing new digital marketing formats, from introducing workout sessions via Instagram Live with gym partners as part of #SweatSaturday campaign to in-house editorial productions like digital magazine /covers.

“Being a vertical specialist in Fashion & Lifestyle, ZALORA has always invested in being a leader in content marketing in the e-commerce industry, and we will continue to add more innovative formats through the year while maintaining our high bar on quality” added **Gunjan**.

A new episode of ZALORA Talks will be available on Spotify every week, you can listen to the episodes [HERE](#).

High Res images [HERE](#)

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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 world’s leader in online fashion for emerging 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 is the leading fashion and lifestyle retail destination in Asia Pacific, Latin America and CIS. We connect over 10,000 global, local and own brands to a market of more than one billion consumers through four established e-commerce platforms: THE ICONIC, ZALORA, dafiti and lamoda. Through an inspiring and seamless customer experience enabled by our own technology ecosystem and

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operational infrastructure, we are dedicated to being the #1 fashion and lifestyle destination in our markets. With 17 offices and 10 fulfilment centres across four continents, GFG proudly employs a dynamic and diverse team with deep local knowledge and expertise. In the first half of 2019, GFG delivered over 15.8 million orders to 12 million active customers.

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