

ZALORA



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Media release

ZALORA and Mediacorp seal collaboration to offer consumers an enhanced shopping experience for the Big Fashion Sale

ZALORA's signature e-shopping extravaganza returns with deals at up to 90 percent off, plus games galore and specially created content via Mediacorp's talent and network

Singapore, 21 June 2021 – ZALORA and Mediacorp are pleased to announce the inking of an inaugural content-commerce deal for ZALORA's eagerly anticipated Big Fashion Sale. This partnership will see Asia's online fashion and lifestyle destination working with Singapore's largest content creator and national media network on the annual Big Fashion Sale from 24 to 30 June 2021.

The collaboration underscores both companies' commitment to driving innovation in the eCommerce space by creating engaging content that caters to the evolving purchasing preferences of online consumers. It combines the convenience and irresistible value of good deals via ZALORA with the strength and reach of Mediacorp's content and network, and marks a content marketing milestone that will enable both companies to diversify and reach new customer bases.

The ZALORA Big Fashion Sale will offer brand deals at up to 90 percent off, with additional upsized vouchers and cashback rewards. Participating brands include Puma, Trendyol, adidas, Calvin Klein, Superdry and others. Watch out for 48 percent off products in the Luxury category and 25 percent off the Sustainable edit, with 15 percent cashback on top of reductions. Daily mystery prizes will be available for shoppers to try their luck on the Catch & Win game on ZALORA's website and app. Adding to the excitement, ZALORA is offering 100 percent cashback for the top 100 spenders during the ZALORA Big Fashion Sale. Winners will also be rewarded with a one-year membership to ZNOW, ZALORA's next-day delivery subscription service.

As part of this content partnership, Mediacorp will offer consumers three specially created Work from Home-themed episodes on *Hush*, a podcast series featuring familiar voices from Mediacorp DJs Hazelle Teo (YES 933), Germaine Tan (987) and Azura Goh (Ria 897). Available on [meLISTEN](#), [YouTube](#), [Spotify](#) and [Apple Podcast](#), two of the three episodes will feature a secret code that will grant Hush listeners an exclusive discount during the sale.

And from 21 June, consumers can expect exciting guessing games in the lead-up to the Big Fashion Sale on Mediacorp radio stations 987, YES 933 and LOVE 972, with DJs doling out \$100 ZALORA gift cards to listeners with the correct answers to a slew of sale-related quizzes (*terms and conditions apply*).

ZALORA has also partnered with GrabPay for a Spend & Win contest in conjunction with the ZALORA Big Fashion Sale. Customers stand a chance to win up to 1,000,000 GrabRewards points with every

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spend of \$250 using GrabPay. Each checkout amounts to one entry, with one lucky shopper being selected to win one million GrabRewards points.

“We are pleased to celebrate another year of the ZALORA Big Fashion Sale by bringing the best brands to our customers, across different categories spanning Fashion, Beauty and Lifestyle. With the recent launch of our Luxury segment, we hope shoppers will be even more excited with authentic premium products from ZALORA. We supersized this year’s Big Fashion Sale with a wider assortment and bigger brand deals to give everyone a great shopping experience!” said Jo Bjordal, Chief Marketing Officer, ZALORA.

“Mediacorp is glad to partner ZALORA to provide greater value for consumers using the strength of our engaging content and expansive network. This collaboration builds on Mediacorp’s proven track record in driving commerce using innovative content solutions. We hope to leverage our partnership-based business model to deliver results for more like-minded clients, as we work together to strengthen the economic engine of the country,” said Parminder Singh, Chief Commercial and Digital Officer, Mediacorp.

For more information on the ZALORA Big Fashion Sale, visit www.zalora.sg.

Press images may be downloaded [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 fashion, luxury, beauty

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and lifestyle 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 LatAm, CIS, SEA and ANZ. We connect over 10,000 global, local and own brands to a market of more than one billion consumers through four established ecommerce platforms: dafiti, lamoda, ZALORA and THE ICONIC. Through an inspiring and seamless customer experience enabled by our own technology ecosystem and operational infrastructure, we are dedicated to being the #1 fashion and lifestyle destination in our markets. With 17 offices and 9 fulfilment centres across four continents, GFG proudly employs a dynamic and diverse team with deep local knowledge and expertise. In the twelve months to 31 December 2020, GFG delivered 42.0 million orders to 16.3 million Active Customers.

For more information visit: www.global-fashion-group.com

About Mediacorp

Mediacorp is Singapore's national media network and largest content creator. Its purpose is to create engaging and trusted content, as well as to connect communities and inspire people. Mediacorp engages over three million people in Singapore daily across four languages on its digital platforms including meWATCH, meLISTEN and CNA.asia, six TV channels and 11 radio stations. Beyond Singapore, Mediacorp also has a growing international audience through CNA and content distributed across markets.

With a focus on nurturing talent and growing the sector, the company is committed to investing in nation-wide initiatives like Star Search, Anugerah, Yaar Antha Star and SPOP, commissioning a wide variety of work from local content creators, and collaborating with institutes of higher learning. As Singapore's first local Multi-Channel Network in partnership with YouTube, Mediacorp is also committed to developing a network of digital content creators.

For advertisers, Mediacorp has partnered industry-leading brands like ESPN, Mothership, Popcorn, Singapore Tatler, theAsianparent, VICE, YouTube and 99.co to form the Mediacorp Digital Network in offering more effective content-driven solutions.

Mediacorp is the recipient of industry accolades including New York Festivals, World Media Festivals, PromaxBDA (World and Asia) and Asian Academy Creative Awards.

For more information, please visit mediacorp.sg.