

ZALORA COS

PRESS RELEASE

ZALORA PARTNERS WITH COS TO BRING CONTEMPORARY STYLE ESSENTIALS TO SINGAPORE AND MALAYSIA

The brand's modern yet timeless pieces are designed with sustainability in mind



Singapore, 25 August 2021 --- ZALORA, Asia's online fashion and lifestyle destination has partnered with London-based minimalist fashion label COS to bring its retail offerings to ZALORA's markets, Singapore and Malaysia. The brand launch takes place on August 30th and will bring COS' assortment of apparel and accessories to the ecommerce platform.

"We are honoured to have COS on ZALORA, as it aligns with our direction towards sustainability and complements the launch of our luxury and premium category. Our customers who have long been fans of COS will be delighted that ZALORA is now able to offer fashion items that are timeless and made to last, delivered safely and directly to their doorsteps," said Simone Cortini, ZALORA's Director of Marketplace.

In the past year, ZALORA has made significant strides in its sustainability strategy, and simultaneously focusing on expanding its premium and luxury assortment. ZALORA's 2020 Trender Report suggests that quality has reigned over quantity in the past year, as Southeast Asian shoppers become increasingly value-conscious. COS' pieces are modern yet enduring, and lend effortless style from season to season.

ZALORA COS

“We pride ourselves on the solid physical footprint we’ve established in APAC, building a great connection with our customers over the years. By partnering with an e-commerce market leader such as ZALORA, we are excited to make COS accessible to even more customers across Singapore & Malaysia,” said Christoffer Sellin, Managing Director of COS Asia Pacific.

Inspired by contemporary culture, COS is a London-based fashion brand known for collections that balance innovative design with enduring style. Offering modern, functional and considered designs, COS pairs contemporary style with fine craftsmanship – from fabrics made of recycled materials to innovative construction techniques, pieces are made to last beyond the season with sustainability in mind. COS’ products on ZALORA include women’s and men’s apparel, leisurewear and accessories.

Discover wardrobe essentials made to last on zalora.sg/cos
Press materials [here](#).

###

MEDIA CONTACT:

Ira Roslan | Cluster PR Manager
ira.roslan@zalora.com | +6016 353 8100

Tan Ning Zhen | Associate Manager, Brand Communications
ningzhen.tan@zalora.com | +65 9625 5038

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.

ZALORA COS

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 March 2021, GFG delivered 44.5million orders to 16.7 million Active Customers.

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

ABOUT COS

Inspired by contemporary culture, the London-based fashion brand is known for collections that balance innovative design with enduring style, with every piece made to last beyond the season. COS creates modern, functional, and considered design and has supported the arts since its inception through collaborations with established and emerging creatives, galleries and creative studios.

cos.com