

# ZALORA

[PRESS RELEASE]

## MONKI NOW ON ZALORA PHILIPPINES

The Swedish fashion brand expands its online presence in Southeast Asia starting exclusively with the Philippines.



**Manila, September 23, 2021;** ZALORA, Asia’s Online Fashion and Lifestyle Destination is kicking off the busiest time of the year with the launch of Swedish fashion brand, Monki. Following the success of Monki’s offline stores in Malaysia and the Philippines, the brand is thrilled to expand their South East Asia presence online to ZALORA, launching exclusively, first in the Philippines. Consumers can now shop the vibrant and youthful range of Monki on the e-commerce platform at [zalora.com.ph](https://zalora.com.ph), beginning September 27, 2021.

“We have a strong Monki following in Southeast Asia, and the Philippines is a new and exciting market for us. We can’t wait to grow our community together with ZALORA and welcome new customers into the Monki world!” says Jennie Dahlin Hansson, Managing Director at Monki.

Monki aims to inspire everyone to express their own unique style and feel great just the way they are. Their mission is to empower young women across the globe to salute sisterhood while being brave, friendly and kind to the planet along the way. Inspired by Asian street style meets Scandi-

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cool fashion, the customers can expect on-trend collections with conscious materials in mind. Like the brand's latest denim campaign featuring new jeans styles in bold prints, all made from organic cotton. From the ultimate wardrobe essentials to standout accessories, everything needed to complete any look is now all just a click away.

Solidifying Monki and ZALORA as trendsetters and forward-thinkers in the fashion industry, the collaboration welcomes more opportunities for fashion to widen within the world of e-commerce. "As the leading fashion site in the country, we pride ourselves in consistently providing our consumers with fresh choices by bringing in the hottest brands whose missions are also aligned with ours. Monki is not only one of the most exciting brands out there, they are also purpose-driven, actively providing innovative, stylish options for conscious shoppers—very much in line with our goals for launching ZALORA Earth Edit. This partnership is more than just bringing in the latest trends, but a collaboration of like-minded brands supporting each other to continue making a difference." - ZALORA Philippines Co-Founder and CEO, Paulo Campos III

ZALORA is part of Global Fashion Group (GFG), the leading online fashion & lifestyle destination in growth markets. GFG gives brands unparalleled access to a market of more than one billion consumers and works together with brand partners to offer the most relevant and curated products in an inspiring customer environment. GFG's brand partners also benefit from GFG's best-in-class operational capabilities and technology innovations that are locally tailored across all four of GFG's e-commerce platforms.

Monki is now available at [zalora.com.ph/monki](https://zalora.com.ph/monki)

Official Images can be accessed [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 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.

[Global Fashion Group](#) 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)

## **ABOUT MONKI:**

Monki is a purpose-driven fashion brand that believes in sisterhood, the power of community and in contributing to a more sustainable fashion industry. Monki.com delivers to 31 markets, and via International shipping to an additional 64 destinations worldwide. Monki.tmall.com offers Monki fashion in China and wholesale ensures global shipping. Over 100 concept stores offer the Monki IRL experience across 20 markets. Founded 2006 in Sweden, Monki is a brand within the H&M group.