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MICHAEL KORS LAUNCHES ON ZALORA INDONESIA

Celebrate the launch with exclusive deals online



Indonesia, 28 June 2022 --- ZALORA, Asia's online fashion and lifestyle destination has launched a partnership with Michael Kors, becoming the brand's first online partner in Indonesia to showcase the Jet Set lifestyle. The partnership debuts with exclusive deals on popular handbag styles such as the Greenwich, the Bradshaw and the Blaire from Michael Kors's Summer 2022 collection.

"Joining ZALORA, a premiere online fashion retailer will allow us to further elevate our customers' digital experience via their robust platform. Having established a strong network of physical stores across key cities and prime locations in Indonesia, the brand is now focused on growing and engaging with a new customer base in different markets, particularly the online shopping community. We are ready to offer an omni-channel experience to all Michael Kors customers with plans to organize more exciting collaborations with ZALORA as the market navigates towards the new normal," says Kelly Lee, Regional General Manager, Michael Kors, Valiram.

“We’re excited to have Michael Kors on ZALORA Indonesia and continue our commitment to bringing the best global fashion and premium brands to more people in Southeast Asia. Michael Kors is synonymous to quality and chic fashion, with sought after products that are must haves for any fashion consumer. They are a great addition to ZALORA Luxury’s exciting brand portfolio and through this collaboration, we’re bringing the brand closer to fashion fans in the world’s biggest archipelago. With ZALORA’s omni-channel network, customers can now shop Michael Kors on-the-go 24/7 seamlessly via multiple channels and devices and receive purchases straight to their doorsteps.”, said Mariella Merlino, Luxury Lead at ZALORA.

Michael Kors launches on Zalora Indonesia with exciting details online. Enjoy additional 15% off and gifts exclusively at Zalora Indonesia.

Shop Michael Kors on ZALORA at zalora.co.id

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.

#MichaelKorsonZALORA

#ZALORALuxury

#MichaelKors

#Valiram

@MichaelKors

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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](#) 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

About Valiram

Established in 1935, Valiram is Southeast Asia and Oceania's leading fashion, lifestyle and luxury retail specialist with presence in Malaysia, Singapore, Indonesia, Australia, Philippines, Thailand, Macau, Vietnam and New Zealand. Operating more than 400 stores, the group represents international brands across various categories, from fashion and accessories, timepieces and jewellery, perfume and cosmetics to confectionery and F&B. Its portfolio comprises internationally renowned brands such as Michael Kors, Chloe, Steve Madden, Tumi, Tory Burch, Rolex, Bath & Body Works and Victoria's Secret, as well as original and innovative retail concepts including Luxury Fashion, Swiss Watch Gallery, Flying Emporium and Beauty Love. Discover more at valiram.com or join in the conversation on Facebook and Instagram: #Valiram.