

ZALORA

“ZALORA Talks” Returns with Halal Beauty, Body Positivity, and Female Entrepreneurship in Season Three

Following two successful seasons, the region’s FIRST podcast in the e-commerce space is back, tackling unrealistic beauty standards, the Hallyu wave, and being a #girlboss in its latest lineup

SINGAPORE, 1 July 2022 – Southeast Asia’s leading fashion and lifestyle e-commerce champion, [ZALORA](#), is bringing back the third season of ZALORA Talks – a podcast series that spotlights the latest in beauty, fashion, and culture, told through an Asian lens. The first episode of Season 3 will premiere on Monday, 4 July 2022.

The first e-commerce player in the region to launch its own podcast show, ZALORA continues to champion innovative ways to engage consumers, brands, and partners around the issues that matter to them. Beyond reporting the latest across the remit of fashion, lifestyle, health, and wellness, the latest season of ZALORA Talks is set to offer listeners a backstage pass into today’s cultural milieu with front-of-mind trends and stories – including what needs to evolve in the industry.

The third season comprises six 40-minute episodes that rally industry experts, brands, and key opinion leaders to discuss some of the latest issues in their sectors. These include no-holds-barred conversations around the growth of Halal beauty that is revolutionising the beauty industry, the controversial topic of plastic surgery, and breaking beauty standards and stereotypes, to more light-hearted topics on riding the Hallyu wave, and sartorial tips.

The weekly podcast will air every Monday, with the new season featuring prominent industry and business leaders such as PayPal’s Head of Sales for Southeast Asia, Rajkishore Agrawal, beauty entrepreneur, Savina Chow, beauty expert and halal makeup artist, Noriana, as well as wellness expert and psychologist, Dr. Anna Tuazon. Guest personalities include the likes of content creator and host Sara-Ann Shuen, Singapore-based lifestyle influencer, Mongchin Yeoh, social media personality and model, Melissa Lee, and TikTok personality, Inka Magnaye, among others.

Christopher Daguimol, Director of Corporate Communications at ZALORA, said: “In many ways, we seek to cut through the noise and deepen engagement with our consumers at ZALORA. Our podcasts have been well-received by our audience, and we hope to continue to inspire them with thought-provoking content that impacts both their wardrobes and their minds. We believe that our regional listeners will also appreciate hearing themselves being represented in mainstream media, and look forward to having them participate in our conversations through social media.”

ZALORA Talks Season Three will also feature a new face – Philippine-based television and events host, **Angelique Manto** – who will be joined by different industry insiders each week.

“I’m really looking forward to kick-starting this season!” said **Angelique**, on her first time hosting the show. “There’s something deeply personal about a podcast, and having the opportunity to chat so

candidly with different amazing women who are leaders in their fields about intimate topics from self-love to body confidence and running your own business – it’s not only a great way for ZALORA to connect with their audience, but also an exciting platform to empower the everyday Asian woman.”

The first episode of “ZALORA Talks” Season 3 drops Monday, 4 July, with new episodes airing weekly. Catch-up on previous seasons of ZALORA Talks – available now on [Spotify](#) and [Apple Podcast](#). Video versions of the episodes are also available on [YouTube](#).

Details of each episode can be found in the episode guide below. Download relevant images [HERE](#).

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APPENDIX: EPISODE GUIDE

EP NO.	EPISODE TITLE	LIVE DATE	SYNOPSIS
1	Secrets to Shopping Smart Online	4 July	<p>Online shopping has never been more prevalent in our everyday lives, especially more so now that we had to move our lives online over the past two years. One thing that doesn’t get old - the uncertainties and woes that involuntarily gets added to cart. ZALORA Talks is back with yet another exhilarating season and we’re kicking it off with some of our favourite online personalities and experts!</p> <p>In this episode, hear from Mongchin Yeoh, Lifestyle Content Creator, Sara-Ann Shuen, Host and Presenter, and Nasia Cammayo Reyes, Fashion Stylist, as they share their personal tips for online shopping.</p>
2	A Beauty Revolution: The Growth of Halal Beauty	12 July	<p>Let’s talk about Halal Beauty - and no, it is not only relevant to our Muslim listeners. In this episode, we have beauty experts share about how Halal Beauty may be the new norm of the beauty industry, given the growing awareness among consumers regarding the ingredient list of their products. Is Halal Beauty just another fleeting beauty trend, or the crux to better beauty practices - we’ll find out!</p> <p>Hear from Savina Chow, Beauty Entrepreneur, and Noriana, Makeup Artist, Live Host and Beauty Expert, as they dive into the unique qualities of halal beauty.</p>

3	Knives, Needles and Confidence	18 July	<p>In 2022, is plastic surgery still taboo? We think not - on this third episode, put aside your reservations and join us for an honest chat on this controversial topic with experienced individuals in the field, and find out whether going under the knife really is the solution to our aesthetic woes. From personal stories to heartfelt advice, this one is all about doing what makes you confident!</p> <p>In this episode, hear from Dr Anna Tuazon, Associate Professor at the Department of Psychology in the University of the Philippines Diliman, and Laanya Erza Asogan, Miss World Singapore 2017.</p>
4	Breaking Beauty Standards: Growing Up “Ugly”	25 July	<p>This one’s all about beauty stereotypes - and to sum it up: it’s frustrating. When we think about Asian beauty standards, it’s all big doe eyes, long luscious hair, and sharp facial features. Growing up, it undoubtedly takes a hit at our self-esteem. In this episode, it’s time to rewrite this stagnant narrative dictated by media portrayals and cultural pressure, and make beauty about our individual selves again - as it should be.</p> <p>In this heart-to-heart episode, hear from Inka Magnaye, Content Creator, Host and Voice Over Talent, and Erianne Salazar, Makeup Artist and Lifestyle Content Creator as they share their personal stories on self-love.</p>
5	Riding the K-Wave: Keeping up with Hallyu in Beauty and Fashion	1 Aug	<p>The K-wave has proved itself a force to be reckoned with, taking the world by storm. K-beauty and K-fashion has indisputably influenced many fans, especially those in Southeast Asia. In this episode, we will be sharing tips on how to hop on these k-trends and making it your own.</p> <p>In this episode, hear from Hye-won Jang, Marketing Manager & Model, and Melissa Lee, Content Strategist and TikTok Influencer as they spill tips and tricks to rocking K-style trends.</p>

6	Boss Energy: Pave the Way For Your Online Business	8 Aug	<p>Kickstarting this season with online shopping for consumers, let's wrap it up and talk about the topic from a business perspective. The pandemic has created opportunities and seen the birth of many online businesses. In our season finale, we will spill the beans behind running an online business and the blood, sweat, and tears that go behind a successful one.</p> <p>Tune in to the season finale and hear from Gidania Wong, Founder of SOVA Silk, Anda, Co-founder of WEARBUMS, BumOutSpace and ARIES.co, and Rajkishore Agrawal, Head of Sales, South East Asia, Paypal.</p>
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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

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