

ZALORA

& Other Stories

PRESS RELEASE | FOR IMMEDIATE RELEASE



ZALORA welcomes & Other Stories to Southeast Asia with exclusive e-commerce partnership

This marks the foray of & Other Stories' fashion collections into Southeast Asia, available online via ZALORA

SINGAPORE, 22 August 2022 -& Other Stories arrives today at ZALORA, Asia's online fashion destination in Singapore, Malaysia and The Philippines. The global brand brings the collections from its three ateliers in Paris, Stockholm, and Los Angeles to the ecommerce platform in an exclusive partnership.

Rooted in its founding idea to develop a brand that offers creativity, & Other Stories' collections of fashion, beauty and

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accessories tell stories for women to curate their own personal style.

"We couldn't be happier to reach Singapore, Malaysia, and the Philippines through ZALORA and see our stories come to life here. It's such a joy to get to know new customers and see their interpretations of our endless styling choices," says Lina Söderqvist, Managing Director, & Other Stories.

As Southeast Asia's leading ecommerce fashion retailer, ZALORA's product assortment will welcome & Other Stories' diverse ready-to-wear pieces, offering even more style options. Simone Cortini, Chief Platform Officer, said, "Introducing a global brand like & Other Stories to our customers reinforces our commitment to offer the best options for fashion, and we are excited to see our catalogue become even more vibrant with & Other Stories' products."

& Other Stories takes a conceptual approach to its collections, with executions that draw from creative environments. The brand focuses on weaving in different perspectives of style, working with collaborators such as Lykke Li and Rodarte to present collections that are diverse and distinctive.

& Other Stories will be turning to vivid blooms, arty patterns and vivacious colours

The launch pieces from & Other Stories call for mega-watt glamour, bold colours and prints, and a sophisticated vibe. We're talking dresses and a few coordinated sets of tops and skirts, of course. Turn up the style volume a notch with friends and you've got a party in rainbow vision. Turn to vivid blooms, arty patterns and vivacious colours like fuchsia, tangerine and metallic emerald green set against creamy beige and black. It's either maxi or mini lengths depending on your vibe, with details such as spaghetti straps, halter necks, ruffled tiers, balloon skirts, ruching and cut-outs. Body-con, free and flowing or fashionably flouncy, the options are hard to resist. Material-wise, slip into a mix of satin, plissé, silk, cotton, Tencel and sequins. Structured shoulder bags feel just right while everyone dances the night away in strappy sandals heels or curvaceous wedges, all in equally eye-catching colours. *Va-va-voom.*

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ZALORA is part of Global Fashion Group (GFG), the leading online fashion & lifestyle destination in growth markets.

ZALORA x & Other Stories Press Kit [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.

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

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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 & Other Stories

& Other Stories was launched in March 2013 and offers women a wide range of shoes, bags, accessories, beauty and ready-to-wear. Ateliers in Paris, Stockholm and Los Angeles design diversified fashion and beauty collections with great attention to detail and quality. & Other Stories' stores can be found in Austria, Belgium, China, Denmark, Finland, France, Germany, Ireland, Israel, Italy, Latvia, Luxembourg, Netherlands, Norway, Poland, South Korea, Spain, Sweden, United Arab Emirates, Kuwait, Qatar, United Kingdom and United States.