



#ZALORAYA2024 ELEVATES FESTIVE MODEST WEAR THIS HARI RAYA SEASON AS MODEST WEAR CONTINUES TO GROW IN SOUTHEAST ASIA

This year's collections bring quality, trendy, and affordable pieces from ZALORA's private labels, ZALIA and LUBNA, while spotlighting local design talent in Indonesia and Malaysia

SINGAPORE, 4 March 2024 – [ZALORA](#), Asia's fashion expert, and part of Global Fashion Group (GFG) launched its highly anticipated ZALORAYA 2024 campaign, an annual showcase of festive modest wear collections for the Hari Raya season. As modest wear continues to grow in popularity across the region, this year's ZALORAYA collections feature a diverse range of quality, trendy, and affordable pieces from 19 renowned brands, including ZALORA's private labels, ZALIA and LUBNA, and established and emerging local designers from Malaysia and Indonesia.

Indonesian labels, Ria Atelier and Embara, and Malaysian label, FM by Fuzana Mokhtaza, will also be part of this year's ZALORAYA collections for the first time. Additionally, there will also be exclusive pieces from popular Malaysian designers Neelofa, founder of Naelofar, and Tom Abang Saufi.

The ZALORAYA 2024 campaign kicks off with a [heartwarming campaign film](#). Centred on themes of love, sisterhood, and family, it emphasises the enduring nature of traditions that never go out of style. The film also serves as a poignant reminder of the essence of Ramadan by following the story of two sisters who discover that cultural traditions, such as wearing matching outfits, are about connection and familial ties.

ZALORAYA's regional-wide campaign also includes both online and physical activities. In Malaysia, this includes the #ZALORAYA2024 Fashion Showcase in Sentul Pavilion in Kuala Lumpur, exclusive benefits for ZALORA VIPs, such as early access to the collections and the chance to attend the exclusive fashion showcase, and exciting giveaways throughout Ramadan, to celebrate the launch of this year's ZALORAYA collection. In Indonesia, there will be a ZALORAYA 2024 pop-up store and fashion show at Kota Kasablanka in Jakarta, which will also showcase pieces from local designers and brands Vivi Zubedi, Geulis, and Benang Jarum, Nada Puspita, and Klamby. This is also part of ZALORA's commitment to support the Indonesian government's *Bangga Buatan Indonesia* ("Proudly Made in Indonesia") campaign. Various fashion and beauty activities such as hijab styling sessions with local designers and influencers in Indonesia will also take place during ZALORAYA 2024.

Modest Wear Category Continues to Show Strong Growth

As the modest wear leader in Southeast Asia, ZALORA is anticipating further growth this year of about 14 per cent and seven per cent of its men's and women's modest wear lines respectively, especially with a younger generation of consumers who prioritise faith and fashion.

Globally, the modest wear industry is also poised for growth, with the global industry projected to hit \$311 billion this year. This positive outlook, even with current macroeconomic conditions and muted consumer spending, underscores the importance of the modest wear category in the region.

"Being Asia's fashion expert, ZALORA recognised the immense opportunity early on in catering to the diverse needs and tastes of our Muslim consumers. Since launching our modest wear category in 2014, we have been seeing positive growth," said Mia Lim, Category Manager for Modest Wear at

ZALORA Malaysia. "From our early foray into modest wear to our ongoing collaborations with local designers, we remain committed to growing this vibrant market segment and leading the way in shaping the industry in this region."

Elevating Modest Wear with a Blend of Tradition and Trends

Drawing inspiration from diverse cultural influences for this year's ZALORAYA 2024, ZALORA's in-house label, ZALIA, presents pieces inspired by the Renaissance, infusing elements into traditional Eastern silhouettes. On the other hand, the ZALIA Basics collection pays homage to Malaysia's cultural heritage through the use of intricate embroidery and batik-inspired illustrations. In addition, there is also a ZALIA capsule collection curated especially for the Indonesian market. These 11 pieces embody elements of elegance, demureness, and sophistication, but are tailored to the preferred shades and silhouettes of Indonesian style-seekers: pastel colours, and longer, boxier cuts to suit the preferred ensemble to wear dress or tops with trousers during *Lebaran*.

Meanwhile, the latest LUBNA pieces epitomise femininity and the promise of new beginnings, commemorating the journey of adulthood for women navigating careers, marriage, and family life with a fusion of womanly sophistication and youthful allure. Textured lace, intricate embroidery, custom prints and decorative appliques are also heavily featured in the eye-catching designs.

Trending colour palettes such as dusty pastels and vibrant and dark tones also set the mood of this year's ZALORAYA collection.

This year's ZALORAYA collections also reflect ZALORA's commitment to sustainability by incorporating environmentally friendly materials to meet the growing demand for eco-conscious fashion. Nearly 20 percent of ZALORA's private label modest wear pieces this season use more sustainable materials such as linen and rayon, as well as recycled chiffon, satin, and polyester.

Delivering seamless and sustainable customer journeys in a diverse region

With a targeted fashion-focused customer base of millions in Southeast Asia, ZALORA has been developing its technology to meet evolving consumer demands effectively. This has enabled ZALORA to enhance its in-house e-fulfilment and e-distribution platform services to support the business needs of its brand partners.

Central to ZALORA's network is its regional e-Fulfillment Hub in Malaysia, which houses about seven million items and serves as a major fulfilment centre across Southeast Asia. The hub boasts best-in-class logistics and operations, from inventory management to supply chain efficiency. This is particularly crucial during peak periods such as double-digit sales days and festive seasons. Notably, during ZALORA's year-end campaign last year, the hub recorded over 3,000 items picked per hour and more than 96 per cent of orders shipped within 24 hours.

Moreover, ZALORA remains steadfast in its commitment to sustainability as it continues to implement eco-friendly practices throughout its operations. Embracing low-carbon last-mile delivery options, ZALORA delivered five per cent of all parcels using lower-carbon logistics in the fourth quarter of 2023 and plans to make greater strides in this area. Additionally, ZALORA's three fulfilment centres across the region achieved a 90 per cent recycling rate through waste management and sustainable packaging practices. ZALORA also launched take-back initiatives across Singapore, Malaysia, and Indonesia, encouraging customers to recycle old clothes at designated centres, further demonstrating its commitment to promoting a circular economy and reducing environmental impact.

Through these practices, ZALORA continues to pave the way for a greener and more environmentally conscious future, ensuring every step of the customer journey is seamless and more sustainable.

Press materials can be found [here](#).

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About ZALORA

ZALORA is Asia's Online Fashion and Lifestyle Destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia, the Philippines, Hong Kong and Taiwan. ZALORA is part of the Global Fashion Group, the world's leader in online fashion for emerging 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, free delivery over certain spend, and multiple payment methods, and a loyalty subscription program Znow offering unlimited free and fast delivery. ZALORA is the online shopping destination with endless fashion and lifestyle possibilities.

About Global Fashion Group

[Global Fashion Group](#) is the leading fashion and lifestyle destination in LATAM, SEA and ANZ. From our people to our customers and partners, we exist to empower everyone to express their true selves through fashion. Our three ecommerce platforms: Dafiti, ZALORA and THE ICONIC connect an assortment of international, local and own brands to over 800 million 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 fashion & lifestyle destination in LATAM, SEA and ANZ, and we are committed to doing this responsibly by being people and planet positive across everything we do.
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