

ZALORA

ZALORA LAUNCHES CLOTHES RECYCLING INITIATIVE IN MALAYSIA

Cashback of RM20 for each clothes donation, apparel to be upcycled



KUALA LUMPUR, 19 AUGUST 2024 - [ZALORA](#), Asia's leading fashion and lifestyle e-commerce destination, and part of [Global Fashion Group](#) (GFG) launched its Snap and Drop apparels donation program on its website and mobile app. Collaborating with Life Line Clothing, a local zero waste textile collector, ZALORA aims to give donated apparels a second chance to

be loved and worn or upcycled into new items. Collected textiles will be reused and resold if in good-condition or repurposed as raw materials for household items like rugs and tote bags.

This program is part of ZALORA's sustainability initiatives on promoting a more circular fashion economy to tackle climate change, and part of a broader movement in GFG's long-term People and Planet Positive strategy.

Through this partnership with [Life Line Clothing](#), donors can drop their pre-loved apparels at nearly 1,000 textile recycling bins across Kuala Lumpur, Putrajaya, Selangor, Johor, and Melaka.

Full map can be found [here](#).

Collected textiles will be diverted from landfills and sent to a Life Line Clothing facility to be sorted, then reused, refurbished, or upcycled. To encourage donations, donors will receive RM20 cashback on their next ZALORA purchase.

To take part in the Snap and Drop Program:

1. Pack any clothes, shoes, bags or other fabric items
2. Snap a picture of their bag of donated items in front of the collection box at one of the drop-off locations
3. Drop their items into the collection box, and do note down the collection box number located at the front of the box
4. Fill up a [form](#) located on the [ZALORA website](#) to obtain cashback

In an effort to make these repurposed items more easily accessible to customers, and to provide a greater range of sustainable and more environmentally-friendly products, Life Line Clothing has started to offer selected upcycled items made from repurposing the fabric of donated items, for purchase on the ZALORA [platform](#).

Arvind Devadasan, Head of Sustainability, ZALORA said: “We are excited to collaborate with partners like Life Line Clothing Malaysia to provide more recycling opportunities for our communities. Look out for the Snap and Drop program bins around our cities, neighbourhoods, workplaces, and malls. Together, we can do our part to create a greener and more sustainable fashion ecosystem.”

Andrew Jackson, Head of Business Development of Life Line Clothing said: "We're thrilled to extend our partnership with ZALORA into Malaysia. This program focuses on enhancing community awareness about textile recovery whilst reshaping behaviours around discarded textiles.

It's crucial for retailers and e-commerce platforms to explore various avenues and facilitate accessible solutions for their customers when their products reach the end of their life cycle and

in doing this, ZALORA are pioneering ahead in how the industry will evolve."

ZALORA's upcycling and cashback programs have currently been rolled out in Singapore and Malaysia, with plans being explored to expand to other markets in the Southeast Asian region alongside local upcycling partners. More information on the program can also be found [here](#).

Press materials [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 a certain spend, multiple payment methods, and a loyalty subscription program ZALORA VIP, offering unlimited free and fast delivery. ZALORA is the online shopping destination with endless fashion and lifestyle possibilities.

About Life Line Clothing

[Life Line Clothing](#) is one of the leading authorities on textiles recovery in Asia Pacific with operations in Singapore and Malaysia. Their factory is the only ZERO waste, ISO Accredited textiles recycling facility in the region, helping to divert tonnes of discarded textiles from landfill every day by processing the items into over 500 different categories, ensuring to prolong the life of textiles.

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 a market of 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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For more information visit: www.global-fashion-group.com