



ZALORA Bets Big on Growing Modest Wear

#ZALORAYA2025: Showcases Trendy & Designer Modest Fashion, Solidifying ZALORA's Powerhouse Status in Southeast Asia's Booming Market

SINGAPORE, 12 March 2025 – [ZALORA](#), Asia's fashion expert, as the leading e-commerce retailer in the Southeast Asian modest wear industry, continues to see strong growth and popularity of the category across the region, despite economic headwinds. Heading into its second decade of celebrating modest wear, ZALORA launched its highly anticipated ZALORAYA 2025 campaign, an annual showcase and celebration of modest fashion for the Hari Raya season. This year's collections feature soft earthy tones and pops of green, to showcase the fusion of style and responsibility for modern families who value looking good while doing good for the planet, introducing a new pet category, and style offerings from leading regional modest wear designers.

ZALORAYA 2025 Highlights - Malaysia, Indonesia, Singapore

Featuring a diverse range of quality, trendy, and affordable pieces from 19 well-loved brands and designer labels from across Southeast Asia, including NH by Nurita Harith, Syomirizwa Gupta, TAS by Tom Abang Saufi, Alia B, Yadotsa, and more. The ZALORAYA 2025 also features special collections including ZALIA's Etherea Raya, and Lubna's Romantic Rebels which for the first time ever includes adorable feline outfits for the #PurrfectRaya.

Connecting communities beyond borders, the ZALORAYA 2025 celebrations kick-off in modest wear fashion hotspots. From **7 to 9 February** at **The Starhill, Kuala Lumpur, Malaysia**, shoppers can participate in festive Raya and community-themed activities, enjoy special performances, and purchase on the spot their favourite pieces from ZALORA's collections. The excitement continues from **21 February to 2 March** at **Kota Kasablanka, Jakarta, Indonesia**. To support local designers and the Indonesian government's *Bangga Buatan Indonesia* ("Proudly Made in Indonesia") campaign, the event will also showcase specially curated pieces from Indonesian brands, Ria Atelier and Embara. For the first time after the pandemic, ZALORAYA returns to Singapore, where shoppers can join in the celebrations at **Design Orchard**. Due to popular demand, the Singapore event has been extended from **7 to 11 March**.

The Rise of Modest Wear

Driven by surging festive celebrations, modest wear continues to exhibit strong growth in Southeast Asia with **ZALORA experiencing a 33% year-over-year growth in Q1 2024**. Globally, modest wear market size is projected to reach **USD428 billion by 2027 with a CAGR of 6.1%**. ZALORA, recognising the potential of the modest wear market, has placed strategic focus in key countries such as Malaysia, Indonesia, and Singapore.

"As Asia's fashion expert, and the leading e-commerce retailer in Southeast Asian modest wear, ZALORA understands and recognises the immense opportunity in catering to the diverse needs and tastes of our Muslim consumers. ZALORA is committed to working closely with our in-house designers and local designers to provide consumers with accessible but stylish and trendy modest wear for everyone," shares **Mia Lim, Category Manager for Modest Wear at ZALORA Malaysia**.

ZALIA: A Showcase of Modest Elegance

ZALORA's in-house label ZALIA, presents Etherea Raya, a Raya collection that combines classic, graceful forms with fluidity and comfort, to create pieces with a sense of lightness and ethereal movement. The collection uses subtle beadwork, thoughtful accents, delicate embroidery embellishes, and textured fabrics, such as lace, satin, organza and chiffon, to create an elegant finish.

In addition to the collection is the ZALIA BASICS lineup which focuses on comfort and wearability, features daily essentials such as innerwear, shawls, prayerwear, and Raya attire for the modern woman who craves both dreamlike beauty and the simplicity of true wearability and comfort. For the first-time ever, the collection has been thoughtfully designed to also **embrace plus-size men**, allowing them to experience a sense of lightness and confidence with its breathable fabric.

Lubna: A Purrfect Blend of Grace and Youthful Charm

Meanwhile, ZALORA's latest LUBNA *Romantic Rebels* collection blends youthful timeless grace with a rebellious edge. Designed for the modern muse who celebrates individuality, it captures the essence of a woman gracefully maturing while preserving her unique and spirited identity with the beauty of soft textures, vintage-inspired aesthetics, and contemporary femininity.

In an exciting addition, the collection introduces **adorable feline outfits**. These charming pieces allow your beloved cats to partake in the festivities, perfectly mirroring the collection's aesthetic and bringing a playful twist to family celebrations. Celebrate **#PurrfectRaya** this year with **Lubna's Cat Collection** — because matching outfits aren't just for humans anymore!

ZALORA's Regional Strength and Innovation

Key to ZALORA's mission in connecting its customer base of millions in Southeast Asia to the limitless world of fashion is its well-developed infrastructure and technology. Central to this robust network is ZALORA's regional e-Fulfillment Hub in Malaysia, which houses about seven million items. For the first time ever, ZALORA has connected its inventory across its three fulfillment centres in Malaysia, Indonesia, and the Philippines, enabling cross-market sales. This enables customers to choose a wider range of brands and products from across all of ZALORA's fulfillment centers across Southeast Asia.

Sustainability at ZALORA

ZALORA remains steadfast in its commitment to sustainability. Embracing low-carbon last-mile delivery options, ZALORA continues to work with local regulators such as the Malaysian Green Technology and Climate Change Corporation (MGTC) to pilot new low-carbon and electric vehicle fulfillment options. Additionally, ZALORA's fulfilment centres achieved a 90 per cent recycling rate through waste management and sustainable packaging practices. ZALORA also launched take-back initiatives across the region encouraging customers to recycle old clothes at designated centres, further demonstrating its commitment to promoting a circular economy and reducing environmental impact.

ZALORA Southeast Asian Modest Wear Leader

As the leading e-commerce retailer in the Southeast Asian modest wear industry, ZALORA is committed to serving the diverse needs and tastes of our customers. Heading into its second decade of celebrating modest wear with fresh concepts and inspired collections, this year's ZALORAYA is more than a celebration of modest fashion, it is a testament to ZALORA's continued growth and innovation.

The #ZALORAYA2025 collection can be found [here](#).

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 a certain spend, multiple payment methods, and a loyalty subscription program ZVIP, 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 ("GFG") is the leading fashion and lifestyle destination in LATAM, SEA and ANZ. GFG exists to empower its people, customers and partners to express their true selves through fashion. GFG's three ecommerce platforms – Dafiti, ZALORA and THE ICONIC – offer a curated assortment of international, local and own brands to a diverse market of 800 million consumers. Through a seamless and inspiring customer journey, powered by a blend of data-driven insights and local expertise, GFG's platforms deliver an exceptional customer experience from discovery to delivery. GFG's vision is to be the #1 fashion & lifestyle destination in its markets, and is committed to doing this responsibly by being people and planet positive across everything it does. (ISIN: LU2010095458)

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