



## ZALORA PHILIPPINES PARTNERS WITH ADIDAS TO LAUNCH 'THE ORIGINAL' POP-UP STORE FOR ITS 13TH ANNIVERSARY



**20 MARCH 2025, MANILA, PHILIPPINES – ZALORA**, Asia's leading fashion and lifestyle e-commerce platform, **celebrates its 13th anniversary** with an exciting new retail experience: **The Original Pop-Up Store**, in collaboration with **adidas**. This exclusive pop-up, located at **L2, One Ayala Mall, Makati City**, will run for 13 days **from March 18 to March 30, 2025**, bringing together Philippine music and fashion.

At the heart of the activation is **adidas Originals'** latest campaign, **The Original**, which shifts from celebrating legacy to inspiring future generations. Rooted in the idea that revolutionary change begins with just one, the campaign highlights three iconic sneaker silhouettes that have shaped global culture—the **Superstar II, Handball Spezial, and Samba OG**.

For the first time, shoppers at **The Original Pop-Up Store** can enjoy the convenience of **in-store order collection**, allowing them to take home their purchases instantly—eliminating the usual wait for delivery. Every purchase also comes with exclusive freebies, including a ZALORA tote bag and a ₱500 voucher, which customers can win through interactive games on the ZALORA app.

*“At **ZALORA**, we are always looking for innovative ways to elevate the shopping experience. By introducing in-store order collection, we are giving our customers the best of both*

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ASIA'S FASHION EXPERT

*worlds—online convenience and offline immediacy. Our 13th Anniversary is a celebration of our shoppers, and we're thrilled to mark this milestone with adidas and our community.”*— **Aashish Midha, CEO, ZALORA Philippines**

*“adidas is a sports brand and the culture born from it. Through **The Original**, we celebrate individuality and the pioneers who dare to be different. This collaboration with **ZALORA** in the Philippines brings a unique fusion of global sneaker heritage and local culture, reinforcing our commitment to authenticity and self-expression.”*— **Dave Sexton, General Manager, adidas Philippines**



The launch event saw the presence of **ZALORA**'s latest brand ambassadors, Philippine *IT* couple **Kyline Alcantara and Kobe Paras**, both sporting **adidas OG Superstar II sneakers**. The night was electrified by DJ Euric Lumanog, Mike Lavarez, and Christi McGarry, who reimagined classic Pinoy anthems with a fresh, modern twist. Guests also enjoyed a specially curated Filipino feast by **Cocktails Manila** and *OG-themed* drinks by **Latitude Bean Bar**.

# ZALORA

ASIA'S FASHION EXPERT

adidas The Original campaign assets [HERE](#)

The Original Pop Up Store assets [HERE](#)

Event assets [HERE](#)

THE BIGGEST SHOPPING PARTY CONTINUES AS ZALORA'S BIGGEST RETAILERS,  
BRANDS AND PAYMENT PARTNERS JOIN THE CELEBRATION



**ZALORA's 13th Anniversary** celebration doesn't stop there! **ZALORA** is bringing together leading fashion, lifestyle, beauty, and luxury brands, along with top banking and payment providers, for the ultimate shopping party. Shoppers can enjoy **discounts of up to 90% off** and **up to 6X EXTRA Stackable Daily Deals**, making this the most rewarding shopping event of the year.

Through its collaboration with **Store Specialists, Inc.**, customers can shop top global brands such as **Lacoste, Polo Ralph Lauren, GAP, Banana Republic, Marks & Spencer, and Charriol**, with **discounts of up to 70% off**. **H&M Group**, featuring **H&M, Monki, & Other Stories**, and **COS** with **markdowns up to 70% off** and **brandwide vouchers of up to 20% off**, giving fashion lovers unbeatable deals on stylish must-haves. Additionally, ZALORA's fan-favorite brands such as **Desigual, Casio, Crocs, CLN, Havaianas, Forever 21, Samsonite, and American Tourister** will feature markdowns of **up to 55% off!**





**ZALORA's** strengthened partnerships extend to the country's **leading banks and telcos**, making shopping even more rewarding. Customers can enjoy exclusive perks on top of amazing markdowns, including an extra **₱900 off with UnionBank** installment, **₱1,000 off with the ZALORA Credit Card**, **₱500 off with Metrobank**, and **₱250 off with Mastercard every Monday**. Plus, shoppers using Mastercard have the exciting opportunity to **win a trip for two to Singapore with Singapore Airlines**.

*"ZALORA's 13th Anniversary is all about giving back to our loyal shoppers. By partnering with the biggest retailers and brands in fashion, lifestyle and beauty, together with our bank and online payment partners, we are ensuring an unparalleled shopping experience that is seamless, rewarding, and exciting. This celebration is a testament to our commitment to providing the best for our customers. Add to cart and time to checkout your wishlists!"* – **Aashish Midha, CEO, ZALORA Philippines**

The **ZALORA Turns 13 birthday bash** kicks off on **March 21 at 8:00 PM**. Don't miss out—download the ZALORA app on iOS and Android or visit [www.zalora.com.ph](http://www.zalora.com.ph) to shop the biggest deals of the season!

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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, 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 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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For more information visit: [www.global-fashion-group.com](http://www.global-fashion-group.com)