

PRESS RELEASE

**TAKE A SUSTAINABLE APPROACH TO MODEST WEAR WITH
EARTH BY ZALIA BASICS IN COLLABORATION WITH
LENZING™ ECOVERO™**

The collection is now available on ZALORA



Kuala Lumpur, 15 January 2021-- Zalia Basics presents its first environmentally responsible diffusion collection, *Earth* by Zalia Basics. Taking a sustainable approach to modest wear, *Earth* by Zalia Basics features 23 pieces fabricated using LENZING™ ECOVERO™ fibers, and is now available exclusively on ZALORA via website and mobile app.

Modern modest fashion is favoured not just for its demure style, but also for its relaxed silhouettes that are especially relevant as people spend more time at home. The *Earth* by Zalia Basics collection offers timeless pieces with a modern twist that wears for longer, thanks to the LENZING™ ECOVERO™ viscose material. Derived from certified renewable resources, LENZING™ ECOVERO™ fibers has a substantially smaller environmental footprint.

As more brands make moves to do their part in fashion's environmental impact, Zalia Basics envisions itself to be on the forefront of this effort for the modest fashion industry in Southeast Asia. *Earth* by Zalia Basics is carried exclusively by ZALORA, where modest customers make up a significant percentage of the shoppers.

"Ethical sourcing and responsible production is at the core of our practices, and with the launch of *Earth*, we hope to reduce our environmental footprint and take more sustainable approaches to modest fashion. We chose LENZING™ ECOVERO™ fibers to ensure our customers enjoy comfort and aesthetic, all while contributing to a healthier fashion ecosystem. We envision a sustainable future for modest wear, and hope to set an example for other modest brands, too," said Shasha Ahmad, Modest Category Manager for Zalia Basics.

The current fashion ecosystem is evolving rapidly through the presence and support of digital technology and e-commerce. Moreover, as the fiber producer for textile, we're very excited to see the rising trend of sustainable fashion products in Asia. Congratulations to Zalia for the first environmental-friendly collection made from LENZING™ ECOVERO™ fibers. We are looking forward to seeing more innovation and collaboration to establish a greener future for our consumers," said Mariam Tania, Marketing and Branding Manager for Lenzing Group, Southeast Asia and Oceania. Lenzing Group is the producer of LENZING™ ECOVERO™ fibers.

Comprising tops, bottoms and dresses in a warm palette of rosewood, brown, black and more *Earth* by Zalia Basics features detailing like bell sleeves, voluminous sleeves, prairie collar ties. The relaxed silhouettes maintain a modest approach, however ribbons and buttons help to create clever cinches to the body. Roomy culottes and relaxed-fit trousers balance the fluidity on top, and offer a modern minimalist look when worn as a set.

Earth by Zalia Basics is now available on zalora.com.my or via the ZALORA mobile app. Prices range from RM95 - RM109 for tops, RM249 - RM299 for dresses, and RM135 for bottoms.

Press images are available [here](#).

###

MEDIA CONTACT:

Vince Flores | Regional PR Manager

vince.flores@zalora.com | +63917 526 8815

Ira Roslan | Cluster PR Manager

ira.roslan@my.zalora.com | +6016 353 8100

ABOUT ZALORA GROUP:

ZALORA is Asia's online fashion 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 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 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 retail destination in Asia Pacific, Latin America and CIS. We connect over 10,000 global, local and own brands to a market of more than one billion consumers through four

established e-commerce platforms: THE ICONIC, ZALORA, dafiti and lamoda. Through an inspiring and seamless customer experience enabled by our own technology ecosystem and operational infrastructure, we are dedicated to being the #1 fashion and lifestyle destination in our markets. With 17 offices and 10 fulfilment centres across four continents, GFG proudly employs a dynamic and diverse team with deep local knowledge and expertise. In 2019, GFG delivered over 34.6 million orders to 13.1 million Active Customers. (ISIN: LU2010095458.)

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

About LENZING™ ECOVERO™

With more than 80 years of experience, the Lenzing Group is the only company in the world to produce significant volumes of wood-based cellulose fibers. Lenzing Group is an international company that produces high quality pulp based fiber from sustainable tree farms. Derived from certified renewable wood sources that implement an environmentally responsible production process that meets high environmental standards, LENZING™ ECOVERO™ natural fibers promote sustainable lifestyles and contribute to a cleaner environment.