

ZALORA

PRESS RELEASE

ZALORA RINGS IN 9th BIRTHDAY WITH A REGIONAL CELEBRATION

One week of exciting offers with major prizes up for grabs!



SINGAPORE, 24 MARCH 2021 - ZALORA, Asia's Fashion, Beauty and Lifestyle Destination will celebrate its 9th birthday with an exciting week of rewards and prizes this 25th - 31st March. The Southeast Asian ecommerce platform is hosting the fete across all markets - Singapore, Malaysia, Indonesia, the Philippines, Hong Kong and Taiwan.

"We invite our customers across the region to celebrate this special event and share in our joy, as without them we would not be where we are today. ZALORA started as an ecommerce

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platform in 2012 to make international fashion accessible to everyone in South East Asia, HK & TW and give local brands and designers an opportunity to export across the entire ASEAN marketplace. Today, thanks to the loyalty of our customers and never ending support of our partners and brands we have extended this mission to Beauty, Kids, Home & Living and Luxury categories - we have embedded sustainability as a key pillar of our business with our Earth Edit and our Pre-Loved categories. We hope to celebrate our 9th anniversary with every customer and brand that made this journey possible.” said **Giulio Xiloyannis** , Chief Commercial Officer.

In addition to its introduction of new categories, ZALORA has also improved its services for consumers with interest-free payment solutions, sustainable shopping alternatives, cashback rewards and next-day delivery subscription.

BIG DISCOUNTS & CASHBACK ON YOUR FAVORITE BRANDS

ZALORA's 9th Birthday campaign **offers discounts up to 90% off** and top spenders have a chance to win SGD9,999 full cash reward by PayPal for 3 lucky winners. Participating brands include Adidas, Under Armour, Polo Ralph Lauren, Desigual, Guess, Seiko and many more!

Take part in the Spin & Win game onsite to win vouchers and prizes by partners and brands, or try your hand at the lucky draw for 99% cashback.

Heart Evangelista Fronts ZALORA's 9th Birthday Campaign

She's the real Crazy Rich Asian and Vogue 100 fashion darling who has made appearances at Paris Fashion Week - Heart Evangelista is the face of ZALORA's 9th Birthday. The entrepreneur, fashionista, actress, artist and philanthropist features in the campaign, and is aligned with ZALORA's position as the region's leader in fashion and style.

“I am very honoured, thrilled and extremely excited to be part of ZALORA's ever growing family! Now more than ever, while most of us were held at home, online shopping has truly been an integral part of our daily lives and ZALORA has brought me so much joy as I shop for my

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favorite fashion, beauty, sports, luxury brands here and abroad at the comfort of my own home. Cheers to 9 years of warming everyone's heart! You guys know what to do.... add to cart!" exclaimed Heart.

Shop the ZALORA 9th Birthday Sale on zalora.sg from 25th - 31st March.

Press Materials [here](#).

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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 & 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 fashion, luxury, beauty and lifestyle 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

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