

ZALORA

PRESS RELEASE

THE CLASSIC FAMILY FAVOURITE BRAND, OLD NAVY LAUNCHES ON ZALORA

Dependable, everyday wear for the entire household at affordable prices



SINGAPORE, 23 SEPTEMBER 2021 -- ZALORA, Asia's fashion and lifestyle destination is proud to announce the launch of American heritage brand, Old Navy. Well-loved for its commitment to the democracy of style, Old Navy offers a range of trend-led apparel and accessories that is on-trend, high-quality and accessible to every family. Old Navy is now available to shop on ZALORA across Singapore, Malaysia, Hong Kong, Taiwan and Indonesia.

“We are pleased to bring the Old Navy brand to our shoppers, providing a broader assortment of products that cater to every member of the family. This is aligned with our new category for Kids, while adding to accessible fashion choices in Womens and Mens apparel. Together with Old Navy, we look forward to providing our customers a brand that delivers a complete shopping

ZALORA

experience for the entire household, delivered directly by ZALORA,” said Simone Cortini, Director of Marketplace at ZALORA.

“We are excited to continue growing the Old Navy business in key international markets through our partner-based model. Partnering with regional experts like Zalora allows us to amplify and deliver our relevant, purpose-driven brands to new and existing customers around the globe,” said Adrienne Gernand, Head of Gap Inc. Strategic Alliances, Licensing and Real Estate.”

Old Navy is now live on ZALORA, and offers styles for the whole family including womenswear, menswear to childrenswear. The Fall 2021 collection features comfortable, high quality fabric in fresh colours that lend fun and easy ways to express personal style. The Old Navy collection roots in fleece, denim, active and more, staying true to the American heritage while remaining on trend with new seasonal fashion styles.

Shop Old Navy on ZALORA now at zalora.sg

Assets can be downloaded [here](#)

###

MEDIA CONTACT:

Ira Roslan | Cluster PR Manager

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

Tan Ning Zhen | Associate Manager, Brand Communications

ningzhen.tan@zalora.com | +65 9625 5038

ZALORA

About Old Navy

Old Navy is a global apparel and accessories brand that makes current American essentials accessible to every family. Originated in 1994, the brand celebrates the democracy of style through on-trend, playfully optimistic, affordable and high-quality products. A division of San Francisco-based Gap Inc. (NYSE: GPS), Old Navy brings a fun, energizing shopping environment to its customers in more than 1,200 stores around the world. For more information, please visit www.oldnavy.com.

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 leading fashion and lifestyle online destination in growth 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](http://www.global-fashion-group.com) is the leading fashion and lifestyle destination in growth markets across LATAM, CIS, SEA and ANZ. From our people, to our customers and partners, we exist to empower everyone to express their true selves through fashion. Our four e-commerce platforms: dafiti, lamoda, ZALORA and THE ICONIC connect an assortment of international, local and own brands to more than one billion 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 online destination for fashion & lifestyle in growth markets, and we are committed to doing this responsibly by being people and planet positive across everything we do.

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