

ZALORA

International Fashion and Style Icon Heart Evangelista Headlines 2022 ZALORA Luxury Festival

Heart Evangelista headlines the biggest E-Commerce Luxury Event of the Month

Manila, February 2, 2022 — ZALORA, Asia’s leading online fashion, beauty, and lifestyle destination announces the start of ZALORA Luxury Festival, happening from the 2nd to 7th of February. Customers can now shop renowned fashion brands like Bvlgari, Furla, Marc Jacobs, Armani Exchange, Charriol, Swarovski, Versace, Jean Paul Gaultier, Carolina Herrera, Michael Kors, DKNY, Calvin Klein, Paco Rabanne, COS, Kenzo, Lacoste, Hugo Boss, Tommy Hilfiger, Polo Ralph Lauren, and Love Moschino to name a few. Alongside the digital platform’s multiple growth categories, ZALORA Luxury has continued to dominate as one of the highest in-demand categories for consumers nationwide.

A highly-respected and prominent figure in the fashion industry, Heart Evangelista proves to be the perfect choice to represent ZALORA Luxury. Named the first Filipina in the prestigious Vogue 100, as well as one of the world’s Top 10 Luxury Influencers by Forbes France, the actress has cemented herself as one of the Philippines’ most iconic fashion muses. As she graces yet again the streets of Paris Fashion week, Evangelista continues to prove why she is one of the top fashion icons of this generation.

“I see my collaboration with ZALORA as the perfect match. It’s a brand I greatly identify with. Being able to work with a company that shares the same affinity for fashion as I do is amazing and an added blessing. ZALORA carries so many brands I admire which gives me the liberty to incorporate the pieces accordingly to fit my signature style.” says Heart Evangelista.

ZALORA Luxury Festival

With irresistible deals of up to 35% off, shoppers can now purchase their favorite luxury finds at more affordable prices. ZALORA continues to deliver their promise of offering the finest brands at premium discounts – further connecting people to the world of limitless fashion.

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Discover ZALORA Luxury [HERE](#).

Press images are attached in the email.

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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 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](#) 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