

# ZALORA

[PRESS RELEASE]

## ZALORA EXPANDS PARTNERSHIP WITH COS INTO THE PHILIPPINES

*The brand's modern yet timeless pieces are designed with sustainability in mind  
– now available nationwide.*



**Manila, January 21, 2022**– ZALORA, part of Global Fashion Group (GFG), and Asia's leading online fashion and lifestyle destination strengthens its partnership with London-based minimalist fashion label COS. Following the launch of the fashion brand's retail offering on ZALORA in Singapore and Malaysia, COS is now available online on ZALORA in the Philippines.

“This year, ZALORA is celebrating our 10th year anniversary and we are starting the year strong by officially welcoming COS to ZALORA Philippines. This is our new year's gift to our customers who have long been fans of COS, giving them access to the brand's timeless pieces that are made to last, delivered safely and directly to their doorsteps. We are honored and excited to work with a brand that is aligned with our goals towards sustainability on top of complementing the launch of our luxury and premium category.” said ZALORA Philippines Co-Founder and CEO, Paulo Campos III

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In the past year, ZALORA has made significant strides to strengthen its Earth edit, which allows customers to shop in line with their sustainability values as well as focused on expanding its premium and luxury assortment. [ZALORA's 2021 Trender Report](#) suggests that quality has reigned over quantity in the past year, as Southeast Asian shoppers become increasingly value-conscious. COS' pieces are modern yet enduring and lend effortless style from season to season.

“Following the positive response of our recent expansion into Manila, entering the digital arena will give even more COS fans access to our offerings nationwide. We are glad to embark on this journey with ZALORA and feel confident this will be met with similar success.”– Christoffer Sellin, Managing Director of COS Asia Pacific.

Inspired by contemporary culture, COS is a London-based fashion brand known for collections that balance innovative design with enduring style. Offering modern, functional and considered designs, COS pairs contemporary style with fine craftsmanship – from fabrics made of recycled materials to innovative construction techniques, pieces are made to last beyond the season with sustainability in mind. COS' products on ZALORA include women's and men's apparel, leisurewear and accessories.

ZALORA is part of Global Fashion Group (GFG), the leading online fashion & lifestyle destination in growth markets. GFG gives brands unparalleled access to a market of more than one billion consumers and works together with brand partners to offer the most relevant and curated products in an inspiring customer environment. GFG's brand partners also benefit from GFG's best-in-class operational capabilities and technology innovations that are locally tailored across all four of GFG's e-commerce platforms.

**[Discover wardrobe essentials made to last on zalora.com.ph/cos](https://www.zalora.com.ph/cos)**

Official Images can be accessed [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 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](http://www.global-fashion-group.com)

## About COS

Inspired by contemporary culture, the London-based fashion brand is known for collections that balance innovative design with enduring style, with every piece made to last beyond the season. COS creates modern, functional, and considered design and has supported the arts since its inception through collaborations with established and emerging creatives, galleries and creative studios.

[cos.com](http://cos.com)