

# ZALORA

## Press Release

### ZALORA SPECIAL DEALS UP TO 90% OFF AND GET YOUR FAVORITE BRANDS ONLY IDR 100 TO CELEBRATE RAYA!

*ZALORA Berkah Belanja Online, discount up to 90%, Flash Sale voucher up to 40% off, free shipping and unlimited cashback!*

DON'T MISS THIS

Berkah Belanja Online  
**Up to 90% Off +  
Voucher 27%**

GRATIS ONGKIR SE-INDONESIA

PASTI CASHBACK HINGGA RP 1 JUTA

5&K Berlaku

**BERKAH BELANJA ONLINE**

ZALORA

100% PRODUK ORIGINAL & TERJAMIN

RIBUAN FASHION BRAND

30 HARI GRATIS PENGEMBALIAN

**Jakarta, April 25, 2022** - ZALORA, Asia's online fashion, beauty, lifestyle destination presents ZALORA Berkah Belanja Online, as an annual campaign that offers the best deals during Ramadan. This exclusive deal is created to help people fulfill their needs for Ramadan and the upcoming Eid celebration. ZALORA offers special discounts of up to 90%, flash sales up to 40%, free shipping, and unlimited cashback from April 18-27 2022, and **the peak of the biggest promo falls on 25-28 April, 2022.**

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Anthony Fung, CEO of ZALORA Indonesia said, "We realize that people are always enthusiastic about welcoming Ramadan and Raya celebration, especially because this year we have the chance to gather with the family after these tough 2 years. It motivates us to support and provide a seamless experience for the customers to fulfill their fashion, beauty, and lifestyle needs through special deals. In order to make it even more festive, we will also be giving prizes through giveaways on @zaloraid's social media and the ZLIVE live streaming platform, which can be seen on the ZALORA app, every day during this month."

## **Berkah Belanja Online on ZALORA**

As the main destination to fulfill the needs of fashion, beauty, and lifestyle, ZALORA provides seamless experiences for the customers to shop a variety of product assortments from thousands local and international brands that are guaranteed 100% original. ZALORA gives special discounts of up to 90%, flash sales up to 40%, free shipping, unlimited cashback, and prizes on Instagram @zaloraid, twitter @zaloraidn, including live streaming sessions on ZLIVE special events on the ZALORA app. For more details please visit: [https:// www.zalora.co.id/Lebaran/](https://www.zalora.co.id/Lebaran/)

## **ZALORA Bagi Berkah**

The customers have the opportunity to get THR from ZALORA by following @zaloraid's Instagram and sharing the name of their product wishlist in the comments section. ZALORA will grant the wishlist and send it to several lucky people, so it can be used during Raya Day.

## **Raya Finder on ZALORA**

In order to make it easier to find what they need or access a wide selection of products that match what they are looking for, loyal ZALORA customers can access the "Raya Finder" program on the ZALORA application or website, by filling in a few questions and displaying a variety of products with the best promos that match what they are looking for. Visit: <https://www.zalora.co.id/team-raya-quiz/>

## **ZALORA x OVOSERU**

ZALORA's customers have the opportunity to win a raffle to buy certain products with special price only DR 100 by using OVO as the payment method on April 25-28 2022.

ZALORA also presents exclusive collections in collaboration with the famous muslim wear designers in Indonesia, such as from Khanaan, KAMI, Buttonsscarves, Luiere, Kamila, Preview by Itang Yunasz, ZM & BIA, and others. ZALORA also provides special offers from international brands, such as NIKE, Adidas, Converse, H&M, Mango, Hush Puppies, Birkenstock, Cotton On, and others, including favorite local brands, such as Somethinc, MYLK by Rafathar, Avoskin, Exsport, cottonink, and many more with best price guarantee on ZALORA.

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Don't miss the best offers especially during the peak day on 25-28 April 2022. Download the ZALORA application and visit <https://www.zalora.co.id>

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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)

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