

ZALORA

[PRESS RELEASE]

ZALORA PH CELEBRATES COS STORES' CLICK & CONNECT TAKEOVER THROUGH EXCLUSIVE LAUNCH EVENT

From app to the physical — timeless design make its way to ZALORA's live concept stores.



Manila, September 12, 2022; — Luxury fashion retailer COS makes its debut across all ZALORA Click + Connect Stations from 2 September 2022 to 30 September 2022. In celebration of the takeover's launch, ZALORA kicked things off with a private event in one of their Click + Connect Stations located at Glorietta 3 Ayala Malls last September 02, 2022. The exclusive event was attended by VIP influencers and representatives from top media publications in the metro.

ZALORA

Guests witnessed a showcase of COS staples while indulging in premium artisan treats. Fashion Illustrator, Pete Rich, sketched portraits of the attendees in their best COS outfits as they explored the brand's collection of contemporary styles made to last.

“ZALORA continues to explore limitless ways of connecting customers to premium fashion, and COS' takeover across our Click & Connect stations is another win under this goal. We invite all customers to visit our stations at Glorietta 3 and Alabang Town Center so they too can discover the brand's timeless treasures made for the modern wardrobe.” - ZALORA Philippines CEO, Aashish Midha.

The ZALORA Click & Connect Kiosks are ZALORA's one-stop digital fashion and lifestyle concept stores. These stations serve as order collection points and drop off locations for returns. Customers are also able to check out and fit selections available onsite.

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.

ZALORA Click + Connect Store Locations:

- Glorietta 3, Ayala Malls
- Alabang Town Center

Access images from [HERE](#).

MEDIA CONTACT:

ZALORA

Bea Jocom | Brand Communications Manager - ZALORA Philippines

bea.jocom@ph.zalora.com | +63917 551 6997

Jana Bocobo | PR and Social Media Executive

jana.bocobo@ph.zalora.com | +63917 829 7921

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 retail destination in LATAM, CIS, SEA and ANZ. We connect over 10,000 global, local and own brands to a market of more than one billion consumers through four established ecommerce platforms: dafiti, lamoda, ZALORA and THE ICONIC. 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 9 fulfilment centres across four continents, GFG proudly employs a dynamic and diverse team with deep local knowledge and expertise. In the twelve months to 31 March 2021, GFG delivered 44.5million orders to 16.7 million Active Customers.

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