

# ZALORA

[PRESS RELEASE]

## ZALORA CELEBRATES THE ARRIVAL OF DRAG RACE PHILIPPINES WITH PAOLO BALLESTEROS ON THE BEAUTY ISSUE OF /COVERS

*The Drag Race Philippines host talks authenticity and self expression,  
while serving full drag makeup looks using ZALORA Beauty.*

**Manila, September 19, 2022;** — Paolo Ballesteros fronts the first ever queer issue of ZALORA /covers donning drag makeup looks created using only ZALORA products. The award-winning actor opens up about his experience hosting Drace Race’s first local franchise and expresses his sentiments on the importance of embracing authenticity. From breaking down drag as an artform to celebrating Philippine drag — the cover star shows the world why he’s a Filipino queer icon to look out for.

Apart from its feat in inclusive representation, this issue is also ZALORA’s Big Beauty Issue for 2022. Since its official launch in 2020, ZALORA Beauty has grown in multitudes – now housing the best of international and local makeup, skincare, and hair care brands. Shoppers are now able to access the best and most premium beauty products offered online through a quick tap of their finger through ZALORA’s platform.

*ZALORA is part of Global Fashion Group (GFG), the leading online fashion & lifestyle destination in growth markets.*

*Read the full cover story and see all the looks **HERE**.*

*Access images **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 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](http://www.global-fashion-group.com)