

# ZALORA

PRESS RELEASE | FOR IMMEDIATE RELEASE

## ZALORA STUDIOS COLLABORATES WITH CONTENT CREATOR @BECCABECZTEN TO LAUNCH PARIS-INSPIRED COLLECTION



*An ethereal and dreamy collection of delicate romance*

**SINGAPORE, 23 September 2022** ---- The region's leading fashion and lifestyle e-commerce platform, ZALORA presents ZALORA Studios x Becca. ZALORA's in-house private label comes together with talented content creator and entrepreneur Rebecca Ten ([@beccabeczten](https://www.instagram.com/beccabeczten)) for their first collaborative capsule collection titled 'Midsummer Valentine'. Available in Singapore, Malaysia, Hong Kong, Taiwan and the Philippines, ZALORA Studios x Becca will be sold exclusively on [zalora.com](https://www.zalora.com) from 26th September 2022.

The capsule collection can be described as a modern love story as it envisions Becca's dream of a perfect Valentine's in the south of France. Reminiscent of a walk in Paris that you'll always hold on to; a memory you find yourself daydreaming after. As Becca puts it, "There is something infinitely charming about being able to share and curate an aesthetic and feeling that can be wearable for those who share

# ZALORA

an appreciation for it.”

Consisting an extensive 219 SKUs, the capsule collection includes dresses, blouses & tunics, skirts, long pants, playsuits & jumpsuits, shorts, jackets & coats and accessories in romantic styles featuring luxurious materials such as duchess satin, soft organza and pretty tiered tulle. Prices range from SGD 34.90 to 109.90.

“ZALORA Studios celebrates this first influencer collaboration capsule collection with Becca, enabling our customers to emulate her keen sense of style. We are exploring more partnerships with our influencer friends to mutually elevate their positioning while connecting our audience to their favourite social media personalities. The assortment was fun to create and we look forward to more collaborations in the near future,” said Eric Cheang, Regional Commercial Director of ZALORA.

ZALORA Studios launches the capsule collection with an offline pop-up from 25 September to 5 October at Little Rogue Coffee, 336 Tanjong Katong Rd, Singapore 437109. Customers visiting on 25 September during the main launch event can enjoy photo-printing services by Printiculous as they browse ZALORA Studios x Becca pieces, and view lookbooks shot by Becca herself. Purchases can be made at the pop-up via offline-to-online QR codes throughout the store.

In celebration of the capsule drop, ZALORA Studios is also collaborating with pop-up venue partner, Little Rogue Coffee to host a giveaway on Instagram. One lucky winner will receive SGD 150 worth of exclusive ZALORA Studios x Becca Ten styles and SGD 50 vouchers to dine at Little Rogue Coffee! Giveaway ends on 5 October and the winner will be notified on 7 October.

To join in the giveaway, simply follow these four steps on the @zalarastudios Instagram page:

1. Follow @zalarastudios & @littleroguecoffee
2. Like this post
3. Tag 2 friends under comments
4. Share this on your story

Download hi-res images [here](#).

#ZALORASTudiosxBecca @zalarastudios @zalora

###

# ZALORA

## **MEDIA CONTACT:**

**Ira Roslan | Cluster PR Manager**  
ira.roslan@zalora.com | +6016 353 8100

**Tan Ning Zhen | Associate Manager - Brand Communications**  
ningzhen.tan@zalora.com | +65 9625 5038

## **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 ZALORA STUDIOS**

ZALORA Studios aims to stand out as a brand who dares to defy convention and tradition. Designed to inspire and turn heads, ZALORA Studios' capsule collections are driven by creativity — it's where imaginative ideas run freely and are brought to life. The brand focuses on quality materials and every design is made in small quantities. Each capsule is carefully curated and unique; expect one-of-a-kind collabs and the invoking of art forms and culture into fashion, where every drop will be different from the previous.