

ZALORA

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MCM ENTERS ZALORA LUXURY, ADDING TO THE PREMIER LEATHER OFFERINGS ON THE ECOMMERCE PLATFORM

Singapore, 31st October 2022 — ZALORA, Asia's Online Fashion Destination has welcomed German-founded luxury leather goods brand, MCM (Moderne Creation Munchen) to its ZALORA Luxury platform. The partnership with MCM aligns with ZALORA Luxury's expansion of established brands under the luxury merchandise category.

Launching this (date) on ZALORA Luxury, MCM highlights its iconic bags the München Tote in Visetos, München Tote in Italian Canvas, and Mode Travia Crossbody with Pouch in Italian Canvas. The brand's signature logo pattern, Cognac Visetos on the München Tote's sophisticated silhouette is complemented by nappa leather trim inspired by archival luggage. MCM's heritage of innovation and timeless design with fine craftsmanship for the most discerning of travelers, and the München tote is an ode to its birthplace of Munich.

The Mode Travia Crossbody with Pouch in Italian Canvas is crafted from Italian textile canvas and Spanish calf leather, embellished with a 24k gold-plated MCM logo. Functional as it is stylish, it includes dual interior compartments and a detachable leather pouch for accessibility to personal possessions. Available in two sizes, small and mini, the Mode Travia Crossbody with Pouch makes a fine companion on the go.

Head of Luxury at ZALORA, Mariella Merlino shared, "We are thrilled to welcome MCM to ZALORA Luxury and deliver on our promise of fashionable products to have and hold for generations to come. The sheer craftsmanship of MCM and its timeless designs deliver utmost quality to the ZALORA Luxury category, and we look forward to this successful partnership being well-received by our discerning shoppers."

ZALORA Luxury's products are delivered directly and securely to customers and are 100% authentic. Subscribe to ZNOW and receive unlimited next-day delivery.

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MCM is now available on ZALORA Luxury in Singapore. ZALORA is part of Global Fashion Group (GFG), the leading online fashion & lifestyle destination in growth markets.

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#ZALORALuxury
#MCMonZALORA

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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, SEA and ANZ. From our people to our customers and partners, we exist to empower everyone to express their true selves through fashion. Our three e-commerce platforms: Dafiti, ZALORA and THE ICONIC connect an assortment of international, local and own brands to over 800 million 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.

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