

ZALORA

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ZALORA MARKS 11TH YEAR CELEBRATION WITH A FASHION BIRTHDAY BASH

Offering deals from 50-90% off on fashion, beauty and lifestyle brands

24 March, Singapore — ZALORA enters the 11th year as Asia's Fashion Expert with a fashion birthday bash, happening this week from 23rd to 29th March. Shopping fans will rejoice with deals that go from 50% to 90% off on favourite brands across the platform's fashion, beauty and lifestyle categories. Brands such as Nike, Trendyol, Calvin Klein, adidas, Superdry, Coach, Longchamp, Michael Kors, Zalia, agnes b. and more are participating in the offers, which promises an exciting assortment with add-on deals happening every day.

Stock up your shopping carts with your wishlist and keep an eye out for 111 items going at only \$11 – a nod to the 11 years of ZALORA. Subscribers to ZALORA's free and faster delivery service, **ZALORA NOW will gain priority access to the sale on 22nd March**. The ZALORA NOW subscription is available for \$17.90 and rewards members with free standard shipping at no minimum spend, plus exclusive offers from partners and more!

The ZALORA Birthday Fashion Bash is supported by ZALORA's payment partners, with plenty of offers to increase on savings by PayLater by Grab, Atome, and Maybank. Shoppers can enjoy extra discounts when checking out using partner accounts. Customers using PayLater by Grab receive an extra 11% off on top of massive deals already happening throughout the event. PayLater by Grab offers two payment plan options – full sum in the following month, or in 4 monthly instalments to enable secure and smart shopping. Adding to the multiple offers, shoppers using PayLater by Grab should look out for \$110 Grab Gift Vouchers being given away, along with 2:00PM Flash Deals. Turn on push notifications on the ZALORA App so you don't miss it.

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“The ZALORA Birthday Sale is always an exciting time for our customers and brand partners, as we continue to see tremendous deals up for grabs. This year, we are focused on our role as Asia’s Fashion Expert to connect fashion lovers to the brands and products they love, and we hope to celebrate this with the ZALORA Birthday Fashion Bash,” said Achint Setia, Chief Revenue and Marketing Officer at ZALORA.

To mark this special occasion, ZALORA hosted its birthday bash on 22nd March featuring some of our favourite brands Nike and Make Up For Ever at the Hi-Roller Indoor Skating Rink, where guests were fully decked out in Nike apparel and transported back to the 80s with retro-themed decor, neon lights, and funky beats. Customers can shop their looks on ZALORA during the sale from 23rd March 12am till 1st April 11am, and get an EXTRA 35% off on selected Nike products by using the code **SPORTS35**.

Guests also got to explore the Sweat Proof and Transferproof MAKE UP FOR EVER HD Skin Range at the MAKE UP FOR EVER beauty bar. Customers can enjoy up to 50% off selected products and a 15% discount on all items storewide at MAKE UP FOR EVER on ZALORA during the Birthday Fashion Bash campaign. Additionally, there is a Buy 2 for 20% off promotion, which also offers a 5% cashback plus exclusive bundles, such as the MIST & FIX SETTING SPRAY 100ML 1 FOR 1 BUNDLE and the MIST & FIX SETTING SPRAY 30ML 1 FOR 1 BUNDLE, providing 50% savings. Moreover, customers will receive various gifts with purchase, such as a Pore Minimizer Step 1 Primer 5ML (worth \$12) when they buy any 2 MAKE UP FOR EVER Lip Products. They can also get a free Rouge Artist For Ever Matte Thermocard (worth \$10) with any purchase, a free Rouge Artist Deluxe (Shade 408) with a minimum spend of \$75 (worth \$19), and a free MAKE UP FOR EVER Self Love Kit with a minimum spend of \$120 (worth \$50).

This year, ZALORA will be celebrating online with games on-site, daily deals and flash sales to uncover surprise voucher codes as well as brand highlights. Look out for ZALORA’s troupe of influencers, for content to inspire your looks, and follow ZALORA’s social media platforms for frequent updates on everything ZALORA Birthday Fashion Bash.

The ZALORA Birthday Fashion Bash happens 23rd – 29th March 2023, on the ZALORA website and app.

Visit www.zalora.com to learn more.

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#ZALORATurns11

#ZALORABirthdayFashionBash

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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, the Philippines, Hong Kong and Taiwan. ZALORA is part of the Global Fashion Group, the world's leader in online fashion for emerging 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, free delivery over certain spend, and multiple payment methods, and a loyalty subscription program Znow offering unlimited free and fast delivery. ZALORA is the online shopping destination with endless fashion and lifestyle 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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For more information visit: www.global-fashion-group.com