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ZALORA ANNOUNCES PARTNERSHIP WITH LUXURY ITALIAN FASHION BRAND PINKO IN MALAYSIA AND SINGAPORE

ZALORA Malaysia and Singapore named the official retailer of PINKO, offering shoppers a variety of feminine and modern styles on ZALORA Luxury



Kuala Lumpur, 12 June 2023 — ZALORA, Asia's Fashion Expert is set to carry Italian fashion brand, PINKO within its ZALORA Luxury category from 12th June in Malaysia and Singapore. This collaboration will bring PINKO's luxurious and premium offerings from ready-to-wear fashion and accessories to fashion-forward consumers across the region, further strengthening ZALORA's commitment to providing authentic brands, exceptional service, and an unparalleled shopping experience.



PINKO is renowned for its commitment to exquisite workmanship, sophisticated design, and stylish, sensual, and feminine aesthetics. With a focus on creating trend-forward silhouettes, premium accessories, and leather goods, PINKO has captivated fashion lovers worldwide. The brand's dedication to using high-quality materials and attention to detail ensures that each PINKO piece is an exquisite work of art, reflecting the brand's luxurious persona.

The launch of PINKO on ZALORA marks an exciting moment for fashion enthusiasts across Malaysia and Singapore. Shoppers will have the opportunity to explore PINKO's latest collections, which showcase the brand's signature fusion of contemporary design and Italian elegance. From chic, tailored blazers, to elongated silhouettes and bold printed dresses, PINKO offers a diverse range of options to elevate any wardrobe. The brand's most coveted **Love Bag** will also be available on ZALORA Luxury, adding to the excitement of the launch.



LOVE BAG CLICK EXAGON SIMPLY

Mariella Merlino, Head of Luxury at ZALORA, expressed her enthusiasm about the partnership, stating, “We are delighted to welcome PINKO to ZALORA Luxury. PINKO's reputation as a premier fashion brand precedes them, and we are confident that their unique and trend-forward collections will resonate with our customers. This collaboration aligns perfectly with our mission to provide our customers with access to the most sought-after brands and products.”



CEO and co-founder, Pietro Negra, said, “Thrilled to partner with ZALORA, this partnership is an important step towards our goal of broadening our reach globally and bringing our collections to fashion enthusiasts everywhere.”

With ZALORA’s seamless online shopping experience, customers can browse and purchase their favorite PINKO pieces with ease and convenience. Fast and reliable delivery, hassle-free returns, and a user-friendly interface ensure that customers can enjoy a stress-free shopping experience from the comfort of their homes.

ZALORA has onboarded PINKO to the [One-Stock Solution \(1SS\)](#), which is a fully flexible and modular multi-channel E-commerce fulfillment service. 1SS is an Operations by GFG product, allowing brand partners to consolidate their stocks in ZALORA’s e-Fulfillment Centers and leverage its logistics infrastructure in Southeast Asia for all their regional digital channels.

For more information about PINKO’s launch on ZALORA and to explore the brand’s exquisite collections, please visit zalora.com/pinko starting 12th June.

Press materials are available 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, 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 a certain spend, multiple payment methods, and a loyalty subscription program ZALORA VIP, 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