

ZALORA

ASIA'S FASHION EXPERT

FOR IMMEDIATE RELEASE



ZALORA UNVEILS BIG FASHION SALE EVENT WITH UP TO SGD1MIL / RM3MIL / HKD5MIL / NTD20MIL OF DISCOUNTS TO GRAB NOW!

Singapore, 1 June – ZALORA, Asia's Fashion Expert, is thrilled to announce its signature annual ZALORA Big Fashion Sale event, offering fashion-forward shoppers an extraordinary opportunity to indulge in their favourite brands at unbeatable prices. Running for a limited time, the ZALORA Big Fashion Sale is set to commence on 1st June to 6th June. During this period, customers can browse through an incredible selection of products, including apparel, footwear, accessories, cosmetics, skincare, luxury goods and more, all available at discounted prices that are hard to resist. With discounts up to 90% off, the event promises to be the ultimate online shopping extravaganza, showcasing an extensive range of fashion, beauty and lifestyle brands.

ZALORA's Chief Marketing and Revenue Officer, Achint Setia, expressed excitement about the Big Fashion Sale, stating, "We are thrilled to bring our customers an incredible shopping experience through our ZALORA Big Fashion Sale event. At ZALORA, we are committed to offering a diverse range of products for fashion enthusiasts to upgrade their wardrobe with the latest trends and timeless classics. With unbeatable discounts and an unparalleled assortment of brands, we are confident that this event will be a resounding success."



ZALORA stands as the go-to fashion shopping platform in South East Asia for several reasons. One of the key highlights of ZALORA is its wide assortment of products, boasting a vast collection of renowned international and local brands. Additionally, ZALORA's commitment to customer satisfaction is evident in its seamless and hassle-free delivery and returns process. ZALORA ensures that customers receive their orders promptly, especially with the introduction of **ZALORA VIP** – a membership that enables shoppers to enjoy free and faster delivery with no minimum spend for a year.

Customers can access the ZALORA Big Fashion Sale through the ZALORA website and mobile app. In addition to the discounted prices, shoppers can enjoy **exclusive offers, flash deals, and exciting surprises** throughout the event. Don't miss out on the opportunity to revamp your style with ZALORA's Big Fashion Sale, happening 1st to 6th June!

Press materials 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 &



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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