



# & Other Stories launches Beauty on Zalora

*Following the success of & Other Stories' Southeast Asia debut last year, the brand is excited to announce the launch of its beauty range on Zalora from 9 May 2023. Online customers in Singapore and Malaysia will be able to discover their favourite scents and shop the diverse bath & body products.*

Featuring 8 signature fragrances across the categories, & Other Stories beauty line showcases a wide range of products including Body Lotion, Body Mist, Body Scrub, Body Soufflé, Body Wash, Hand Lotion, Hand Soap, Eau de Toilette, and Perfume Oil.

### **Launch promotion**

From 9 to 15 May, Zalora customers in Singapore and Malaysia will get a 15% discount when they spend a minimum of RM150 on & Other Stories beauty products.

### **A limited EDT collection**

Along with its signature fragrances, & Other Stories will introduce a small collection of eau de toilette. This concept features three scents, which are all inspired and

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named after the world of books, tying together fragrance with the written word - two key elements in & Other Stories' world.

The fragrances: 'Moon Fiction', 'Poem A Day' and 'The Lost Chapter', each have their own character and visual look, setting them apart. With three elaborate compositions, the range offers an edited, yet very diverse world of scent to discover.

The collection is developed together with renowned perfumer Jérôme Epinette of Robertet, the nose behind all of & Other Stories' scents. In close collaboration, the three scents evolved and was captured in names that give a nod to the world of books.

#### **Poem A Day**

"Poem a Day is both tempting and bold - opening with a gourmand nutty top, it softens with a dewy floral heart. The back has woody, bright leather and vanilla notes to make it dream-like, intoxicating and addicting."

The combination of these notes come together in an unexpected, compelling way that somehow fuels curiosity. There's an almost abstract, ethereal, and rhythmic expression that makes for the poetic effect.

#### **Moon Fiction**

"Moon Fiction is both woody and gourmand - I wanted to pair ambroxan and sandalwood with sugared musks and a very edible peach for a unique juxtaposition - this brings a bit surprise and pleasure with a touch of mystery."

Fantastical and empowered - Moon Fiction transports and inspires wonder and curiosity with such an array of unique notes- yet all throughout, from top to dry, it brings a feel good optimism.

#### **The Lost Chapter**

"The Lost Chapter is a multifaceted woody fragrance infused with exquisite notes. It opens with vibrant spices on top and a rich creamy heart, while the back of sandalwood and papyrus plus tonka beans brings signature depth, warmth and an elegant woodiness."

The Lost Chapter is a suspenseful thriller! The plot builds, thickens, and the climax is utter surprise and delight. This fragrance is truly about anticipating and indulging in the thrill.

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& Other Stories was launched in March 2013 and offers women a wide range of shoes, bags, accessories, beauty and ready-to-wear. Ateliers in Paris, Stockholm and Los Angeles design diversified fashion and beauty collections with great attention to detail and quality. Today, & Other Stories have over 70 physical stores in 24 markets including Europe, the US, the Middle East and Asia and offers online stores in 33 markets.

**For more information, please contact Zalora:**

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

**Vince Flores | Regional PR Manager**  
**vince.flores@zalora.com | +63917 526 8815**

**About ZALORA Group**

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