



FOR IMMEDIATE RELEASE



## ZALORA UNVEILS EXCLUSIVE DEALS ON A WIDE SELECTION OF LUXURY PRODUCTS

*ZALORA's Luxury Festival is set to satisfy Southeast Asia's thirst for premium fashion brands*

[Kuala Lumpur, 26 September 2023] — ZALORA, Asia's Fashion Expert, is proud to announce an upcoming celebration that promises to dazzle fashion enthusiasts and luxury aficionados alike. **The ZALORA Luxury Festival** is set to redefine your shopping experience with irresistible deals on global luxury goods that are nothing short of extraordinary. The event, scheduled to run from 25th September to 1st October, will feature a curated selection of renowned international luxury brands, each offering exclusive promotions to elevate your style quotient.

### ***Luxury Fashion Booming in Post-Pandemic Southeast Asia***

The luxury fashion industry in Southeast Asia is booming, with sales expected to reach US\$33 billion by 2023, according to a new report by Bain & Company. This represents a growth of 10% from 2022 and is significantly higher than the global growth rate of 4.5%. ZALORA is also seeing a similar trend with ZALORA's luxury category growing almost 20% from 2021 to 2023, making it one of the most resilient categories in fashion. We're also seeing the average basket value of ZALORA shoppers increase by 12%.



The region's strong economic growth, rising middle class, and growing appetite for luxury goods are all contributing to the industry's rapid expansion.

### ***Best Value for Luxury Products***

ZALORA is the perfect choice for shopping for your favorite premium and luxury brands. With a wide selection of brands, convenient shopping experience, and excellent customer service, ZALORA offers luxury customers in Southeast Asia the best deals online.

Here are some of the standout deals you can look forward to in this year's ZALORA Luxury Festival:

- 1. Up to 70% Off Brand Promotions:** Discover exquisite collections from **ck Calvin Klein, PINKO, Steve Madden, Michael Kors, and more**, with discounts of up to 70%. Immerse yourself in the world of high fashion without breaking the bank.
- 2. Up to 50% Off on New Arrivals:** Be the first to flaunt the latest trends with a stunning 50% discount on new arrivals from coveted brands like **Ferragamo, Tory Burch, Furla, Sandro, Gucci, Marc Jacobs, and Coach**. Elevate your wardrobe with the finest in luxury fashion.
- 3. Exclusive 3% Uncapped Cashback for ZALORA VIPs:** As a token of our appreciation, ZALORA VIP members will enjoy exclusive cashback offers\*. Join ZALORA VIP to unlock the full benefits of luxury shopping with us.
- 4. Buy Now, Pay Later:** Experience the flexibility of payment planning with our Buy Now, Pay Later options by Shopback Pay Later in Singapore and Atome in Malaysia. Enjoy your luxury purchases now and pay for them at your convenience.
- 5. Stackable Vouchers for New Customers:** New to ZALORA? We've got a special treat for you! New customers can stack voucher code 'ZALWELCOME10' on existing Luxury vouchers to maximize savings on their luxury shopping spree\*.
- 6. Social Media Giveaways:** Follow us on social media for a chance to win incredible prizes in our giveaways with the likes of internationally acclaimed brands such as **Marc Jacobs, Michael Kors, Longchamp, Coccinelle, and Tory Burch**. Stay connected with ZALORA for updates on these exciting opportunities. Stand a chance to win these Luxury items via ZALORA's social media accounts!



7. **Sustainable Luxury Shopping:** Shop for pre-loved and luxury brands under the Earth Edit category to reduce your carbon footprint and consume kindly.

Mariella Merlino, Head of Luxury at ZALORA, expressed her enthusiasm for the event, saying, "ZALORA's Luxury fashion celebration is a testament to its commitment to providing customers with the finest fashion experiences. With unbeatable discounts, exclusive cashback offers, and exciting giveaways, ZALORA invites everyone to indulge in the world of luxury fashion like never before.

The growth potential of the luxury fashion market in Southeast Asia is exciting, with a young and affluent population with a growing taste for luxury goods. ZALORA is committed to providing customers with the best possible online luxury shopping experience and continues to increase its assortment with shoppers' favorite brands and luxury designers. Fine jewellery is a fast-growing subcategory that is perfect for the coming gifting and wedding seasons.

At ZALORA, we believe that luxury should be accessible, and this celebration is a testament to that belief."

Prepare to embark on a journey of elegance, sophistication, and unparalleled style. Join us via ZALORA's website and app for the Luxury Festival celebration, and experience the epitome of global luxury goods at prices that will leave you mesmerized.

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 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 ecommerce 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 fashion & lifestyle destination in LATAM, SEA and ANZ, 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](http://www.global-fashion-group.com)