



FOR IMMEDIATE RELEASE

SANDRO LAUNCHES ON ZALORA, BRINGING FRENCH ELEGANCE TO CUSTOMERS ON THE E-COMMERCE PLATFORM

[Singapore, 18 September 2023] – SANDRO, the renowned French fashion brand known for its effortless sophistication, is proud to announce its partnership with ZALORA, Asia's Fashion Expert and leading e-commerce platform for fashion, beauty, luxury and lifestyle. Starting today, customers can discover SANDRO's collection of apparel and accessories for women exclusively on ZALORA's online store in Malaysia and Singapore. As the e-commerce partner to SMCP Asia, SANDRO will only be available through ZALORA for online shoppers in South East Asia.

SANDRO has a rich history rooted in the heart of French fashion. Founded in 1984 by Evelyne Chetrite, the brand has consistently pushed boundaries with its innovative designs and impeccable craftsmanship. With a blend of modernity and sophistication, SANDRO has become a symbol of elegance and style, captivating fashion enthusiasts worldwide.

ZALORA's collaboration with SANDRO exemplifies its commitment to delivering the best in global fashion to its customers. As a platform dedicated to providing a seamless shopping experience, ZALORA has established itself as a trusted destination for fashion enthusiasts across Southeast Asia. By partnering with SANDRO, ZALORA reinforces its promise to curate a diverse range of international brands, catering to the fashion-forward tastes of its customers.

Mariella Merlino, Head of Luxury at ZALORA, expressed her excitement about the partnership, stating, "We are thrilled to welcome SANDRO to the ZALORA family. As part of our growing partnership with SMCP, SANDRO now joins Maje which launched last year on ZALORA Luxury. Our commitment to offering luxury offerings and authentic brands to our customers remains unwavering. SANDRO's timeless and refined collection perfectly aligns with ZALORA's vision of providing an elevated shopping experience."



“South-East Asia is a booming market for our brands SANDRO and Maje. We have been opening stores in Singapore and Malaysia in the past years, so entering the e-commerce space through a trusted partner like ZALORA is the next logical step. We are very excited to launch SANDRO on ZALORA’s Luxury category to enable our partners to be more conveniently accessible to our customers in SEA,” said SMCP Asia’s CEO, Stephane Ledru.

For the upcoming Fall/Winter 2023, Big beat rhythms resonate in NOW. SANDRO invites customers to live at the moment anywhere, anytime.



NOW.
Or never.
It is time to live, to feel, to vibe.
There is no past, no future.
Only present counts.

Let's feel it.
Right here, right now.

For the new collection, the studio asserts its sense of contrast and its desire to play with oppositions. It imagines the meeting of women with a preppy look and more sensual women, who fully embrace their femininity.

Customers can now browse through SANDRO's collection on ZALORA's website and mobile app, and indulge in the brand's coveted creations from the comfort of their homes. ZALORA's fast and efficient delivery and hassle-free returns ensure that shoppers can enjoy a seamless experience when purchasing SANDRO products.

Explore the SANDRO collection by visiting ZALORA's website at www.zalora.com.

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. (ISIN: LU2010095458)

For more information visit: www.global-fashion-group.com

About SANDRO

Known for its clean lines and sophisticated aesthetic, SANDRO is a leading agile luxury Parisian brand featuring refined and versatile men's and women's collections. Evelyne Chetite, founder and creative director since 1984, developed a new women's aesthetic: modern and sophisticated with a hint of androgyny. In line with the SANDRO sensibility, Evelyne's son, Ilan, launched SANDRO Homme in 2008 focusing on revisited classics with a modern twist. Today, SANDRO has over 800 points of sales worldwide.