



PRESS RELEASE | FOR IMMEDIATE RELEASE



ZALORA UNVEILS ITS SPECTACULAR 12.12 SALE!

Get Ready for Unbeatable Discounts, Cash Back Returns, and Perfect Holiday Gifts!

[Singapore, 11 December 2023]: ZALORA, Asia's Fashion Expert, is thrilled to announce its highly anticipated 12.12 Sale, a shopping event set to delight fashion enthusiasts and savvy shoppers alike. Scheduled to kick off on December 9, 2023, this mega-sale promises an unparalleled shopping experience with discounts ranging from an impressive 50% to an incredible 90% off across ZALORA's Top Global Brands of Fashion, Beauty, Luxury and Lifestyle. Get amazing deals on favourite brands H&M, COS, Mango, Nike, Adidas, Coach, Tommy Hilfigure, Calvin Klein, Micheal Kors, Under Armour, Levi's, Aldo, Vans, Longchamp, GHD, Dyson and more!



At the heart of this year's 12.12 Sale lies the opportunity for customers to enjoy not just remarkable discounts but also guaranteed **\$10** cash vouchers as cash back returns with every purchase, as a special gift from ZALORA. The cash credit serves as an additional treat, enhancing the value and affordability of every item bought during this highly anticipated event.

"With the holiday spirit in full swing, ZALORA is excited to present our shoppers with an incredible lineup of discounts, ensuring they find the perfect gifts for their loved ones or themselves," said Achint Setia, Chief Revenue and Marketing Officer at ZALORA. "The 12.12 Sale is our way of spreading joy and making the holiday season even more special by offering incomparable discounts and terrific cash back incentives."

Find the Perfect Gift

One of the key highlights of ZALORA's 12.12 Sale is the extensive assortment of gifts suitable for the year-end holiday season. From trendy apparel to stylish accessories, beauty essentials, and more, ZALORA has curated a collection that caters to diverse tastes and preferences, ensuring there's something for everyone in the family and on your gift list.

Moreover, shoppers can revel in the vast selection of over 12,000 styles available for as low as **\$xx**, making this sale an unbeatable opportunity to snag fashion-forward items at incredible prices.

Play Games to Win More!

Join the 12.12 Mission Quest Santa game on ZALORA to win prizes for each level completed. You can stand a chance to win additional deals.

The Gift of ZALORA VIP



ZALORA VIP subscribers are given early access 24 hours before the event and additional brand deals. There are also stackable exclusive offers that add to the festive shopping season.

As an innovative and customer-centric platform, ZALORA is committed to providing a seamless shopping experience, offering convenience, variety, and unbeatable deals—all at the click of a button. The 12.12 Sale is a testament to ZALORA's dedication to bringing joy and value to its customers during this festive season.

The ZALORA 12.12 Sale is not to be missed, offering unparalleled discounts, cash back on orders, and an unbeatable assortment of holiday gifts. Shoppers are encouraged to mark their calendars and visit ZALORA's website or mobile app on December 9, 2023, to take advantage of these incredible offers.

For more information and to explore the myriad of deals, please visit 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.

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