

# ZALORA

## ZALORA Launches Immersive Retail Concept for Year-End Shopping Season

*"The Terminal by ZALORA" offers a unique omni-channel shopping experience and VIP perks for 11.11 shoppers*



**SINGAPORE, 1 November 2023** – [ZALORA](#), Asia's fashion expert, and part of Global Fashion Group (GFG), today announced the launch of *'The Terminal by ZALORA'* – its newest omnichannel retail experience – to kick off the year-end shopping season. Located at Wisma Atria, in the heart of Singapore's shopping district at Orchard Road, *The Terminal* will be open to the public from 2 to 13 November. The pop-up store will kick off ZALORA's campaign for 11.11, one of the world's largest shopping events, offering customers the integrated, immersive, and personalised experience they seek while addressing growing consumer demands for quality and authentic products. Zalora's 11.11 sale goes live from November 8th till November 13th.

Inspired by the magic of the year-end travel season, *The Terminal by ZALORA* is a week-long offline pop-up experience that showcases the latest and greatest from ZALORA's top global brands in fashion, beauty, luxury, and lifestyle.

*The Terminal* features over 40 specially curated international brands across the fashion, beauty, luxury and lifestyle categories, from over 3000+ global brands that Zalora carries on its app and web platforms. The experience store also features the latest arrivals and an exciting array of products from popular global brands such as The Ordinary, Paula's Choice, & Other Stories, Nike, Monki, and Adidas, to luxury brands like Kate Spade, Coach and Gucci.

Get ready to embark on a journey to holiday glamour, where you can discover the hottest trends and must-have items for the season. Whether you're planning a jet-setting getaway or simply want to dress to impress for your upcoming festivities, *The Terminal by ZALORA* has everything you need to look and feel your best.

"In today's retail landscape, consumers increasingly crave for immersive and seamless omnichannel shopping experiences. Our commitment at ZALORA has always been about creating WOW moments by innovating and elevating the customer journey," said **Achint Setia, ZALORA Chief Revenue and Marketing Officer**. "We are thrilled to launch *'The Terminal by ZALORA'* to mark the exciting start to the year-end shopping season and in partnership with featured well-loved global brands. This pop-up embodies our dedication to providing shoppers with a curated, and immersive experience, ensuring our valued customers enjoy not just the finest fashion for one and all in the family, but also unmatched ease and unbeatable prices."

Having pioneered the 'click-and-mortar' retail concept in 2014, where consumers can seamlessly blend their online shopping with tangible, in-store experiences, ZALORA has been building its legacy of innovating the online and offline shopping experience, and enhancing the end-to-end customer journey through faster delivery speeds, wide range of payment methods, and the convenience and ease of returns.

### **Get Rewarded at The Terminal**

To celebrate the launch of The Terminal, ZALORA is giving away ZALORA gift cards to lucky shoppers! To participate, simply download the ZALORA app, create an account and subscribe to the newsletter, follow @zalora on Instagram, and add 3 products from the pop up to your cart. Once you have completed all four steps, you will receive a \$10 physical gift card.

To ensure a seamless checkout experience at The Terminal, **ZALORA has partnered with PayLater by Grab**, our preferred payment partner. Pay in interest-free monthly payments or pay it all next month, and earn GrabRewards points either way! Plus, stack 8% off when you cart out The Terminal items with PayLater by Grab. And for a limited time, ZALORA VIP shoppers can enjoy an exclusive discount.

**Sponsored by Luxury Escapes, stand a chance to win a free trip to Bali** at The Amala Estate, worth \$3300! Simply shop at The Terminal by ZALORA to enter. Travel in style with Luxury Escapes for handpicked holidays at great prices.

### **Be the real VIP with ZALORA 11.11**

Alongside a wide range of offerings at *The Terminal*, ZALORA will also be introducing exciting deals for 11.11, including generous discounts with up to 90% discount on your favourite brands. ZALORA offers 100% authentic products. Say goodbye to counterfeit concerns and hello to authenticity when shopping during the ZALORA 11.11 Sale. Be spoiled for choice 11,111 styles going for S\$15, and daily specials on top brands like Mango, Nike, Birkenstock, and GHD.

#### *VIPs Get First Dibs*

Members of ZALORA VIP will also enjoy *early access* to these 11.11 deals starting on November 6, ensuring they get first dibs on the hottest deals and latest arrivals. Beyond 11.11, members get continued benefits such as unlimited free and fast delivery with no minimum spend, 3% cashback on every order, priority access to exclusive sales and ZALORA events, priority customer service, and exclusive rewards from ZALORA partners.

Launched earlier this year, **ZALORA VIP**, catered to today's discerning consumers who increasingly seek premium and curated online experiences. This loyalty program, the first-of-its-kind from a regional e-commerce player in Southeast Asia, aims to further elevate the shopping experience and cultivate brand loyalty in an increasingly crowded digital retail landscape. Zalora's VIPs shop 3x more often than non VIPs and are fashionistas who are also the top shoppers in the Southeast Asia markets.

#### *Shop Together To Get Mega Discounts*

In a first of its kind initiative, ZALORA offers the customers to be a part of community-led gamification and work collectively to slash the prices of hero items featured on the site. ZALORA will list a selection of products on 1st Nov whose prices will be slashed each day depending on how many customers add them to their carts. The final price will go live on November 8th, day 1 of the 11.11 sale, at which point customers will be able to purchase the hot product at a never before seen deal. Nothing like a collective effort to grab the best deal!

## ZALORA 11.11 is on the Move

To deliver a full immersive ZALORA experience this 11.11, ZALORA will complement its exciting online campaign with captivating OOH in transport stops enveloping the city-state. ZALORA will be launching 3D bus advertising in Singapore, along with eye-catching MRT platform stickers across key MRT stations and take over buses with eye-catching advertisements.

Visit The Terminal by ZALORA at Wisma Atria from today until November 13, 2023, and stay tuned for more announcements on ZALORA's 11.11 Deals on [www.zalora.com](http://www.zalora.com), the mobile app, and our social media channels.

– ENDS –

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### **About ZALORA**

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 certain spend, and multiple payment methods, and a loyalty subscription program Znow 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: <https://global-fashion-group.com/>