

ZALORA

PRESS RELEASE | FOR IMMEDIATE RELEASE

ZALORA and adidas Invite Artists to Join the Metro's Most Stylish Art Competition

Art meets Fashion in this creative partnership.

adidas x **ZALORA**
ART CONTEST
THEME: MANILA STREET ART
INSPIRED BY THE ADIDAS GAZELLE AND SAMBA

1ST PLACE
PHP 50,000
+ 10,000 ZALORA GC

FINALISTS ^{2 PER CATEGORY}
PHP 25,000
+ 5,000 ZALORA GC

HAVE YOUR ART SHOWCASED IN A GROUP EXHIBIT!

SUBMIT YOUR ENTRY ON OR BEFORE OCT 13!

Learn more >

DTI Fair Trade Permit No. FTEB-176612 Series of 2023

[Manila, 25 October 2023] - ZALORA, Asia's Fashion Destination, is ushering the final quarter of 2023 with an electrifying collaboration that will marry fashion and art, teaming up with iconic brand adidas. Together, they are inviting artists to draw inspiration from their trendiest pairs, the Samba and Gazelle, with prizes as high as P50,000 and much more!

This September 25 to October 31, the most stylish art competition to hit Manila is calling artists to get their creative juices flowing by submitting art inspired by the adidas Gazelle and/or Samba with the backdrop of Urban Metro Manila as its theme. Artworks will be divided into three categories namely: Traditional, Digital, and Mixed Media, therefore opening the contest to artists with varying mediums. Awesome prizes are up for grabs with the first place winner

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getting as much as Php50,000 plus 10,000 worth of ZALORA Gift Certificates. Two finalists per category will also stand a chance to win Php25,000 plus 5,000 worth of ZALORA Gift Certificates each. All artworks will then be part of the culminating event and announcement of winners on October 20, 2023 where the finalists' works will be featured in a group exhibit.

“We are very thrilled to kick off this festive season with yet another creative partnership with adidas. Now more than ever, fashion and art are intrinsically linked, making this competition that will challenge artists to show us their creative take on some of adidas' best-selling sneakers a taste of what's more to come,” says ZALORA Philippines CEO, Aashish Midha.

“This partnership is a testament to our shared vision in championing and celebrating Filipino talent and giving these artists an exciting avenue to challenge and express their creativity in the traditional and fast-evolving digital art. We are excited and can't wait to see the inspiration and craft in the entries to come as they breathe new life to the beloved classic Gazelles and Sambas.” says adidas Philippines Head of Wholesale, Kris Alivio.

Artists may submit entries at <https://www.zalora.com.ph/adidasartcontest/> until October 13, 2023. Screening of entries will be done from October 14-16, followed by the announcement of winners on October 20,2023.

Full mechanics can be found at <https://www.zalora.com.ph/adidasartcontest/>
Official images [here](#).

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About ZALORA Group

ZALORA is Asia's Fashion Expert. 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: www.global-fashion-group.com