

ZALORA

ASIA'S FASHION EXPERT

PRESS RELEASE



ZALORA Unveils Spectacular 11.11 Sale Event:

First ever 3D Billboard and the Biggest Fashion Sale
with Unbeatable Discounts and Exclusive Offers!

[MANILA, November 10, 2023] — ZALORA, Asia's Fashion Expert, is set to dazzle shoppers with its highly anticipated 11.11 Sale event, scheduled to run from November 11th to November 16th, 2023. This year's extravaganza promises an unprecedented shopping experience, featuring discounts ranging from an astounding 50% to a jaw-dropping 90% off across a wide array of fashion, beauty, luxury and lifestyle products.

At the heart of the event lies an unrivaled selection of over 11,111+ styles — priced remarkably! It's a golden opportunity for fashion enthusiasts to revamp their wardrobes with the latest trends, without breaking the bank.

The 11.11 Sale will showcase an impressive line-up of top global brands from fashion, beauty, luxury, and lifestyle. ZALORA takes pride in offering 100% original products. Be assured that purchases come straight from the brands customers love and trust. Say goodbye to counterfeit concerns and hello to authenticity when shopping during the ZALORA 11.11 Sale!



Shop like a VIP

Apart from ZALORA VIP subscribers being treated to an exclusive early access starting November 6, ensuring they get first dibs on the hottest deals and latest arrivals, they also enjoy free and fast delivery with no minimum spend and a special cash back on every order!

Brands To Love, Across All Categories

For fashion-forward individuals, the apparel category features beloved names like H&M, Forever 21, Trendyol, COS, Urban Revivo, Lacoste, and Calvin Klein, providing an opportunity to elevate one's style without the premium price tag.

Shoppers can expect to find coveted names in beauty, including Christian Dior, Estee Lauder, Versace, Nivea, Clinique, Happy Skin, BLK, The Face Shop, Davidoff, Elizabeth Arden, and Olaplex, all at unbeatable prices.

Sports enthusiasts will rejoice at the selection of brands like Adidas, Nike, Puma, and Under Armour, offering premium quality activewear and equipment at unprecedented discounts.

Parents can stock up on the latest kids' fashion from renowned brands such as Cotton On Kids, LC Waikiki, GAP, Gingersnaps, and Mothercare, all at prices that won't break the piggy bank.

Fashion Disrupts this 11.11

In addition to this spectacular line-up of deals, ZALORA is set to make a groundbreaking move in its marketing strategy. For the first time ever, the company launched an electrifying 3D Billboard in 5th Ave, BGC to further generate buzz. The eye-catching visual spectacle perfectly encapsulated the powerful reminder that "FASHION DISRUPTS".

Further amplifying the excitement is ZALORA's creative pop-up store concept and culmination of the adidas x ZALORA Art Contest. Winners will be announced by Heart Evangelista at their big 11.11 party on November 10, 2023 where the metro's most stylish will gather together to celebrate its biggest sale of the year.

ZALORA Pop Up at One Bonifacio

For a limited time only, those who visit the pop-up will get 20% off on adidas Gazelle and Tobacco, exclusive only at the pop-up between November 7th and 19th. Delivering a complete sensory experience, the ZALORA pop-up seamlessly blends retail and art exhibitions, showcasing the winning entries from the competition inspired by these iconic and highly coveted pairs.



Featuring the best steals and fashion finds from adidas and Puma, the ZALORA pop-up will be running from November 7, 2023 to February 7, 2024 at the 3rd Level of One Bonifacio High Street, 5th Avenue Bonifacio Global City, Taguig.

"We're thrilled to unveil our most ambitious 11.11 Sale event yet," says ZALORA Philippines CEO, Aashish Midha. "With the launch of our first ever 3D billboard, the creative partnership with adidas, and our pop-up store concept at One Bonifacio, matched with unprecedented discounts, and an unbeatable range of top global brands, this year's event promises to be a game-changer for shoppers looking for quality fashion, accessories, beauty and home furnishings for everyone in the family at unbeatable prices."

Mark your calendars for ZALORA's 11.11 Sale from November 11th to November 16th, 2023, and be prepared to embark on a shopping journey like never before. For more information and updates, visit zalora.com.ph or follow us on [@zaloraph](https://www.instagram.com/zaloraph).

Press materials 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



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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