

ZALORA

ZALORA CHAMPIONS CLOTHES RECYCLING THIS LUNAR NEW YEAR WITH DONATION PROGRAM / INITIATIVE

Donors receive S\$10 cashback for their next ZALORA purchase



Snap and Drop Bin at the National Library. More press materials [here](#).

SINGAPORE, 24 JANUARY 2023 - [ZALORA](#), Asia's leading fashion and lifestyle e-commerce destination, and part of [Global Fashion Group](#) (GFG) is thrilled to announce the extension of its Snap and Drop apparels donation program on its website and mobile app. In the spirit of embracing sustainability and honoring the cultural tradition of spring cleaning, symbolizing the removal of bad luck and ushering in the Lunar New Year with a fresh start, this collaboration with [Life Line Clothing](#), a local zero waste textile collector, aims to inspire donations of preloved apparels to be reused or recycled into new items during this festive period.

To add an extra dash of excitement for donors this Lunar New Year, **donors will receive S\$10 cashback** that can be redeemed for purchasing new apparels on their next ZALORA purchase. Collected textiles will be diverted from landfills and sent to a Life Line Clothing facility to be

sorted, then be reused and resold if in good-condition or repurposed as raw materials for household items like gloves and tote bags.

Donors can drop their pre-loved apparels at 60 textile recycling bins island-wide, including easily accessible heartland and downtown locations:

- Ang Mo Kio
- Bedok
- Bukit Batok
- Buona Vista
- City Hall
- Clementi
- Hougang
- Jurong
- Kranji
- Marina Bay
- Pasir Ris
- Paya Lebar
- Punggol
- Queenstown
- Sengkang
- Somerset
- Tampines
- Tanjong Pagar
- Tiong Bahru
- Yishun

Full map can be found [here](#).

To take part in the Snap and Drop Program:

1. Pack any clothes, shoes, bags or other fabric items
2. Snap a picture of their bag of donated items in front of the collection box at one of the drop-off locations
3. Drop their items into the collection box, and do note down the collection box number (SG0XXX) located at the front of the box
4. Fill up a [form](#) located on the [ZALORA website](#) to obtain cashback

In an effort to make these repurposed items more easily accessible to customers, and to provide a greater range of sustainable and environmentally-friendly pre-loved products, Life Line will offer selected upcycled items which have passed authentication and condition checks for purchase on the ZALORA website and app.

Arvind Devadasan, Head of Sustainability, ZALORA said: “As we approach the Lunar New Year, a time when the tradition of buying new clothes is deeply ingrained, we want to offer a meaningful alternative to the disposal of preloved garments. Our Snap and Drop initiative not only aligns with our values of sustainability, but also provides individuals to play a pivotal role in creating a greener and more sustainable fashion ecosystem.”

ZALORA’s upcycling and cashback programs have currently been rolled out in Singapore and Malaysia, with plans being explored to expand to other markets in the Southeast Asian region alongside local upcycling partners. This program is part of ZALORA’s sustainability initiatives on promoting a more circular fashion economy to tackle climate change, and part of a broader movement in GFG’s long-term People and Planet Positive strategy.

More information on the program can also be found [here](#).

Press materials [here](#).

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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 Life Line Clothing

[Life Line Clothing](#) is one of the leading authorities on textiles recovery in Asia Pacific with operations in Singapore and Malaysia. Their factory is the only ZERO waste, ISO Accredited textiles recycling facility in the region, helping to divert tonnes of discarded textiles from landfill every day by processing the items into over 500 different categories, ensuring to prolong the life of textiles.

About Global Fashion Group

[Global Fashion Group](#) is a 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 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