

ZALORA

PRESS RELEASE

ZALORA LAUNCHES BEAUTY FESTIVAL IN CELEBRATION OF ITS GROWING NEW CATEGORY

Shop multi-brand skincare and makeup favourites with exclusive offers



SINGAPORE, 4 March 2021 - Beauty fans are in for a treat this 8th March. ZALORA is hosting a week-long digital festival to celebrate the category's growing popularity. Makeup and skincare brands on ZALORA will be participating in the ZALORA Beauty Festival to offer deals, giveaways and gifts with purchase for customers.

Giulio Xiloyannis, ZALORA's Chief Commercial Officer said, "ZALORA's Beauty category hosts a large assortment of brands to complement and extend our Fashion offering providing an end to end offering for our customers. We are extremely thankful to our loyal customer base that has already made beauty one of the top performing

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categories on our site as well as our brand partners that keep trusting us with their most exclusive products and campaigns”.

Shoppers can look forward to brand deals up to 50% off and attractive free gifts to be redeemed from our participating brands: The Ordinary, Paula’s Choice, Foreo, MAKE UP FOR EVER, Skin Inc, Benefit, Laneige, Hera, Sulwhasoo, NARS, Lush, Banila Co, Aveda.

Get involved with the social media buzz by checking out the Instagram Live on 11 March, 9PM via [ZALORA’s Instagram account](#) by beauty experts Sahur Saleim (@sahursart) and The Ordinary’s UK Education Associate Joseph Basham as they introduce the brand and discuss skincare tips. Stay till the end and stand a chance to win a whole year’s worth of The Ordinary skincare products specially designed for your skin type determined through quarterly consultations.

Celebrating Women in Southeast Asia

The ZALORA Beauty Festival is also taking this opportunity to create conversations surrounding beauty in the world today: celebrating diversity, inclusivity, and female empowerment over International Women’s Day. Skincare and wellness has grown in popularity as customers look to self-care. ZALORA’s large female customer base have contributed to a notable increase in consumption of products catering to skincare, makeup and hair care. With beauty standards diminishing to pave the way for more inclusive beauty, ZALORA is taking the opportunity to expand the discourse of representation in beauty and celebrate women from all walks of life.

Shop the ZALORA Beauty Festival on zalora.sg/beauty-festival from 8th - 15th March.

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Press materials [here](#).

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MEDIA CONTACT:

Ira Roslan | Cluster PR Manager

ira.roslan@my.zalora.com | +6016 353 8100

Tan Ning Zhen | Senior Executive - Brand Communications

ningzhen.tan@zalora.com | +65 9625 5038

ABOUT ZALORA GROUP:

ZALORA is Asia's online fashion and lifestyle destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong and Taiwan. ZALORA is part of 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 fashion, luxury, beauty and lifestyle categories for men and women. Offering up to 30-day free returns, speedy deliveries as fast as 3 hours in some markets, free delivery over a certain spend, and multiple payment methods including cash-on-delivery, ZALORA is the online shopping destination with endless fashion possibilities.

ABOUT GLOBAL FASHION GROUP:

Global Fashion Group is the leading fashion and lifestyle retail destination in LatAm, CIS, SEA and ANZ. We connect over 10,000 global, local and own brands to a market of more than one billion consumers through four established ecommerce platforms: dafiti, lamoda, ZALORA and THE ICONIC. Through an inspiring and seamless customer experience enabled by our own technology ecosystem and operational infrastructure, we are dedicated to being the #1 fashion and lifestyle destination in our markets. With 17 offices and 9 fulfilment centres across four continents, GFG proudly employs a dynamic and diverse team with deep local knowledge and expertise. In the twelve months to 31 December 2020, GFG delivered 42.0 million orders to 16.3 million Active Customers.

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

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