

ZALORA

PRESS RELEASE

ZALORA BIG FASHION SALE IS A BIG DEAL!

The annual signature event returns with more offers, rewards and savings for your favourite fashion and lifestyle brands.



SINGAPORE, 18 JUNE 2021 - ZALORA, Asia's Online Fashion, Beauty and Lifestyle Destination will once again host the **ZALORA Big Fashion Sale**, with plans for this year to be the biggest one yet. From **24 - 30 June**, brands and products from ZALORA are going **up to 90% off** in the ecommerce platform's own annual signature sales event. Taking place in all of ZALORA's markets, the Big Fashion Sale is expected to be the online shopper's cheat sheet to buying products from fashion apparel to beauty, home and living, luxury pieces and more.

ZALORA Big Fashion Sale will feature favourite brands such as Puma, Trendyol, adidas, Calvin Klein, Superdry and others, with additional upsized vouchers and cashback rewards on top of the up to 90% off deals. Watch out for 48% off the Luxury category and 25% off the Sustainable edit, with 15% Cashback on top of the deals. Daily mystery prizes will be available for shoppers to try their luck on the **Catch & Win game** on ZALORA's website and app.

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“We are pleased to celebrate another year of ZALORA Big Fashion Sale by bringing the best brands to our customers, across the different categories, spanning Fashion, Beauty and Lifestyle. With the recent launch of our Luxury segment, we hope shoppers will be even more excited with authentic premium products from ZALORA. We supersized this year’s Big Fashion Sale with a wider assortment and bigger brand deals to give everyone a great shopping experience!” said Jo Bjordal, Chief Marketing Officer at ZALORA.

Spend & Win with Grab

ZALORA is partnering with GrabPay for a Spend & Win contest in conjunction with the ZALORA Big Fashion Sale. Customers stand a chance to win up to 1,000,000 GrabRewards points with every spend of S\$250 using GrabPay. Each checkout amounts to one entry, and only one lucky winner will be selected for the 1 million GrabRewards points.

Adding to the excitement, ZALORA is offering 100% Cashback for the top 100 spenders during ZALORA Big Fashion Sale. Winners will also be rewarded with a 1-year membership to ZNOW, ZALORA’s next-day delivery subscription service.

ZALORA Big Fashion Sale happens from 24th to 30th June on www.zalora.sg

Press images 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 & 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