

# ZALORA

PRESS RELEASE

## **ZALORA HAS THE ACCENT CHAIR TO GO WITH YOUR STATEMENT OUTFIT, AVAILABLE ON ITS LIFESTYLE CATEGORY**

*The ZALORA Lifestyle Festival offers up to 80% off home & living, sports equipment and more!*



**SINGAPORE, 13 AUGUST 2021** - ZALORA, Asia's fashion and lifestyle destination, is hosting the inaugural ZALORA Lifestyle Festival from 16th to 22nd August. The shopping event highlights an all-new category on ZALORA that houses Home & Living, Electronics, Sports Gear, Hobbies & Toys, and more. Offering the best brands in home decor, furnishing, kitchen and home appliances, mobiles, tablets, audio and television, customers will enjoy discounts up to 80% off, with the convenience of direct delivery to home!

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The Lifestyle category on ZALORA stemmed from introducing essential supplies in 2020 at the start of the lockdowns amidst the Covid-19 pandemic. ZALORA maximised its delivery and logistics capabilities in an effort to allow vendors listed in ZMart, now an extension of the overall Lifestyle category, to connect with customers and supply essential household and food provisions.

Following that, as shoppers began to spend more time at home and set out to improve their home offices and living environment, ZALORA onboarded more brands that now make up the other subcategories of its Lifestyle section. From ergonomic computer chairs to state-of-the-art kitchen appliances, the assortment expanded with the intention of enhancing shoppers' life at home.

Simone Cortini, ZALORA's Director of Marketplace shares, "Our Lifestyle category offers shoppers a solution to elevating their home, going beyond what they wear to their personal environment. Whether it's a new piece of furniture, an electrical appliance or the newest tablet or laptop, ZALORA is excited to provide our customers with a broad selection of Lifestyle products, with accompanying solutions to ease purchase and delivery."

The week-long ZALORA Lifestyle Festival is every shoppers dream, with brands like Hooga, Smeg, Akemi, Tefal, Samsung, Logitech and more offering up to 80% off. Stay up to date with the numerous flash sales and brand deals, with free shipping offers that aren't to be missed!

Add to cart ahead of the ZALORA Lifestyle Festival, happening on 16 - 22 August on [zalora.sg](https://zalora.sg).

Press materials [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 leading fashion and lifestyle online destination in growth 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 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 March 2021, GFG delivered 44.5million orders to 16.7 million Active Customers.

For more information visit: [www.global-fashion-group.com](http://www.global-fashion-group.com)