

# ZALORA

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## THE INSIDER'S GUIDE TO ZALORA'S BIGGEST SALE EVENT OF THE YEAR

*Highlighting the best of brands for the ZALORA 11.11 Sale*



**1 November 2022** --- ZALORA, Asia's online fashion and lifestyle destination shares a quick cheat sheet on some of the big deals and free gifts ahead of its coming campaign from 1st to 14th November on the ecommerce site. The annual event is anticipated to be a shopper's goldmine of deals and discounts up to 80% off on all categories including apparel, accessories, shoes, sports, kids and lifestyle.

"This ZALORA 11.11 Sale, we celebrate our customers by working together with the best brands to host the most anticipated shopping event of the year. We enjoyed curating the discounts and deals with the support of our partners, and are especially excited about additional initiatives that complement the event like games and giveaways on our new Z-Live livestream platform. We hope the ZALORA 11.11 Sale will be greatly received by shoppers and connect them to more products that are authentic and high quality," said Jo Bjordal, Chief Marketing Officer, ZALORA.

**The ZALORA 11.11 Sale Cheat Sheet**

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Category	Brand	Discount	Date
Beauty	Laneige, NARS, Benefit Cosmetics, Paula's Choice, Dyson	Free gifts and vouchers	8 November
Sports	Puma, Adidas, Under Armour	Up to 50%	8 November
Luxury	Balenciaga, Bally, Burberry, Celine, Chloé, Coach, Dior, Fendi, Ferragamo, Furla, Kate Spade New York, Kenzo, Longchamp, MCM, Michael Kors, Montblanc, Prada, Saint Laurent, Tod's, Tory Burch	Up to 45%	12 November
Accessories	Milliot & Co. Stuhrling Originals Fiorelli Le Specs	Up to 50%	8 November
Lifestyle with Home & Living	Akemi, Grand Atelier, Jean Perry, HOOGA, Cannon, Korkmaz, AT&IN, JBL, Pensonic, Joy Design Studio	Upsize 20% Buy 2 Get 30% Off	8 November

Adding to the discounts are upsized vouchers and cashback deals that will further reward shoppers during the ZALORA 11.11 Sale. Savvy bargain hunters will also rejoice in numerous giveaways that happen throughout the campaign week by playing games on zalora.com as well as following updates closely on ZALORA's social media accounts.

The ZALORA 11.11 Sale will also host a series of livestream programs on Z-Live, where brands offer flash voucher deals, exclusive giveaways and special highlights on products. Audiences can expect the best

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brands like Laneige, Adidas, Vans, Converse, Puma and more to drop voucher codes and steals, happening live on the Z-Live shows.

ZALORA's recent launch of the Community Influencer Program, an affiliate referral programme for ZALORA's shoppers and fans, will also be heavily prominent during the sale season with influencers and customers alike sharing their must-have items and curated looks via their social media platforms. Everyone has a chance to earn big with the massive sales this ZALORA 11.11 Sale season, just by signing up for the Community Influencer Program at [www.zalora.com.my/influencer](http://www.zalora.com.my/influencer)

The ZALORA 11.11 Sale happens from 1st to 14th November on the ZALORA app and website [www.zalora.com.my](http://www.zalora.com.my).

Press materials [here](#).

#ZALORA1111

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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**

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[Global Fashion Group](#) is the leading fashion and lifestyle destination in growth markets across LATAM, CIS, SEA and ANZ. From our people, to our customers and partners, we exist to empower everyone to express their true selves through fashion. Our four e-commerce platforms: dafiti, lamoda, ZALORA and THE ICONIC connect an assortment of international, local and own brands to more than one billion 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 online destination for fashion & lifestyle in growth markets, and we are committed to doing this responsibly by being people and planet positive across everything we do.

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