

# ZALORA

# TENTASTIC

## BIRTHDAY

PRESS RELEASE | FOR IMMEDIATE RELEASE



### ZALORA MARKS 10 YEARS WITH A TENTASTIC BIRTHDAY CELEBRATION

Offering the region's shoppers access to their favorite fashion and lifestyle brands at unbeatable value

SINGAPORE, 18 March 2022 — As part of the company's 10th birthday celebrations, Zalora is celebrating with its customers across South East Asia through a first-ever Tentastic Sale.

ZALORA, Asia's online fashion and lifestyle destination emerged in South East Asia in 2012 as a start up that envisioned itself as being #1 fashion e-commerce provider in the region and to change how people shop fashion in the region. 10 years later, the platform is an industry pioneer and innovator, with an extensive portfolio of over 8,000 local and international brands. Curated for the stylish and fashion conscious, ZALORA's offerings have evolved over the years to expand into new categories including, Beauty, Pre-loved, Luxury and Lifestyle which offers essentials and home & living.

Well loved for being a customer-first brand, ZALORA has provided a seamless digital shopping experience in Singapore, Malaysia, Hong Kong, Taiwan, Indonesia and the Philippines. Its speedy and reliable delivery via a broad network of logistical services makes ZALORA brands' partner of choice. A connection to customers enables ZALORA to resolve pain points effectively, and the platform today boasts 26 options for payment plans, including cash-on-delivery and buy-now-pay-later.

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More importantly, though its parent company, Global Fashion Group (GFG), ZALORA also offers platform services to brands which includes Operations, Data, and Marketing Services. As more brands began embracing an omnichannel approach, ZALORA also tapped into its extensive delivery network and localises on-the-ground experience to expand its fulfillment portfolio. Coupled with ZALORA's data insights and ever-evolving Marketing Services, the e-commerce platform continues to grow its capabilities as a partner that adds value to brands' business needs.

"Looking back on 10 years of ZALORA, we are humbled by the support and faith entrusted to us from our customers and brand partners.. ZALORA has continued to evolve and grow due to our ongoing dedication to deliver unparalleled customer experiences and long-term brand partnerships built on trust. Without this, our goal of being Asia's leading fashion and lifestyle ecommerce platform would be impossible," said Giulio Xiloyannis, ZALORA's Chief Commercial Officer.

In celebration of a decade, ZALORA will host the Tentastic Sale on **March 20 - 29** across countries. Beyond the deals up to **80% off**, expect exciting events to ring in the 10th anniversary of Asia's leading fashion and lifestyle platform. Shoppers can look out for cashback guaranteed up to **SGD 2000** and win prizes daily through games on site. Daily flash sales and birthday markdown bonanzas await, featuring brands such as Adidas, Polo Ralph Lauren, COS, Nike, and more! The ZALORA Tentastic Special is offering **100% cashback** when shoppers purchase 10 items from selected products, all through the campaign.

Join in the hunt for all things Tentastic by taking part in the 'See a 10, Be a 10' Instagram stories series. If you spot a 10, upload a photo to stories and tag your local ZALORA account for a chance to win a special surprise! Tune in to Z-Live at 8:30pm on March 27, as a special Nike Air Max episode awaits in Singapore and Malaysia, while March 29 at 8:00pm features the Tentastic Birthday show where more prizes from Pandora, Elli Germany, Trendyol and more, will be up for grabs.

Celebrate the ZALORA Tentastic Sale. Follow ZALORA's social media accounts and subscribe for updates on the big birthday blow out. Nothing bigger, nothing better on [www.zalora.sg](http://www.zalora.sg)

#ZALORATurns10

#ZALORATentastic

Press images available [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](http://www.global-fashion-group.com) 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)