

ZALORA BIG FASHION SALE

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ZALORA BIG FASHION SALE MAKES A RETURN WITH MASSIVE CELEBRATIONS

Huge deals up to 80% off from more brands than ever!

Singapore, 22 June 2022 --- June is fast becoming *the* shopping month to look forward to with [ZALORA](#), as the signature Big Fashion Sale kicks off from the 22nd to 28th! With over 50 deals and campaigns running across the week, shoppers can expect markdowns and offers from their favourite brands across categories in Singapore, Malaysia, Hong Kong, Taiwan, Indonesia and the Philippines.



“We are giving our customers a ZALORA Big Fashion Sale that is bigger than ever this year! Together with our brand partners, we’re looking forward to the excitement at checkout and hope that the sales bring a satisfying shopping experience for all,” said Neha Bhasin, ZALORA’s Director of Brand Communications.

With over 8000 brands across the region, ZALORA will be peppered with highlights throughout the week by brands running daily flash sales. Shoppers should keep an eye out on their favourite apparel brands - [H&M](#), [Monki](#), [COS](#) and [Trendyol](#) – for small windows of huge deals throughout the week.

New stackable vouchers

Keep an eye out for vouchers up to 10% off that can be added on top of existing markdowns and deals. ZALORA’s recently introduced mechanics allow shoppers to go the extra mile with savings on their purchases in all categories.

Daily cashback deals and injections

ZALORA will also be awarding cashback deals to customers and surprising selected accounts with cashback injections. Shoppers are encouraged to turn on their app notifications and check ZALORA communications via email to receive updates.

Partnership with Heart Evangelista

A fabulous and familiar face - bubbly fashion influencer and celebrity, Heart Evangelista covers the ZALORA Big Fashion Sale campaign editorials as ZALORA takes their successful partnership across yet another year. Heart’s aspirational style and keen fashion sense align her with ZALORA’s platform of trendy brands. She was named in Forbes France as one of the leading luxury influencers, listed in Harper’s Bazaar as a “Real Crazy Rich Asian”, placed in the Vogue 100, and is the CEO of her own beauty label. Establishing her charity organization, Heart Can, Heart is also a philanthropist as much as she is a fashion icon.

Giveaways for top spenders



ZALORA's generous industry partners are also participating in the fun of the Big Fashion Sale, with prize sponsorships that allow you to shop and win! Look forward to Pace's Extra RM35 off promotion in Malaysia, with Top 3 Spenders taking home a PRISM+ Android 4k TV worth RM1,499! And watch out for a S\$10 off Promotion with PayLater by Grab in Singapore, what's more - Top Spenders each win a 3D2N resort trip in Bintan from KKday!

Join in the ZALORA Big Fashion Sale fun

Customers searching for more giveaways or opportunities to engage with the ZALORA community can check out ZALORA's social media accounts. Get in on the fun to trend #ZALORABigFashionSale on Twitter, or create Reels on Instagram with a special ZALORA audio track to be noticed and receive gifts!

The ZALORA Big Fashion Sale will be available from 22nd June 2022 on ZALORA's app and www.zalora.com.sg

#ZALORABigFashionSale

#ZALORATurns10

#ZALORAGetTheLook

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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 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