

ZALORA

maje

PARIS

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MAJE ENTERS INTO AN E-COMMERCE COLLABORATION WITH ZALORA

The Parisian transgenerational label brings its free-spirited Spring Summer 2022 collection to ZALORA stores in Singapore and Malaysia

Singapore, 5 July 2022 ---- Paris-founded fashion label, Maje, enters e-commerce space in Southeast Asia by joining the region's leading fashion and lifestyle e-commerce platform, ZALORA. Maje's catalogue of ready-to-wear, bags, shoes and accessories will be available on ZALORA Singapore and Malaysia from 1st July 2022.

“Our customers who are looking for versatility in their wardrobes can rejoice with Maje in the ZALORA Luxury catalogue. We are committed to connecting our shoppers with established brands that deliver our promise for authentic, high quality products, and Maje is an embodiment of that. As we continue to grow the Luxury category, there is much excitement for brands like Maje to expand their online offerings with us,” said ZALORA’s Chief Commercial Officer, Giulio Xiloyannis.

“South-East Asia is a booming market for our brands Sandro and Maje. We have been opening stores in Singapore and Malaysia in the past years, so entering the e-commerce space through a trusted partner like Zalora is the next logical step. We are very excited to launch Maje on Zalora’s new Luxury category to enable our products to be more conveniently accessible to our customers in SEA” said SMCP Asia’s CEO, Stephane Ledru.

Maje was founded by Judith Milgrom in 1998 for women who are on a constant search for change without compromising who they are. Designing trend-led pieces with the Parisian je ne sais quoi while staying true to its contemporary style.

Spring Summer 2022

Maje SS22 is feminine, free and emotional; expressing unbridled spirit through bohemian silhouettes and textures. Platform shoes and 70s floral prints on dresses meet suede sets trimmed with lace, recalling idyllic villas to enjoy some frivolity.

The collection will be available on ZALORA from 1st July 2022.

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ZALORA is part of Global Fashion Group (GFG), the leading online fashion & lifestyle destination in growth markets.

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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