

# ZALORA

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## ZALORA AND ADIDAS PRESENTS 'THE SUPERMART' POP UP STORE AT BUGIS JUNCTION



*The integration of online and offline in-store allows customers to utilise their digital devices for a better customer experience*

**SINGAPORE, 1 August 2022** ---- The region's leading fashion and lifestyle e-commerce platform, ZALORA, and global leader in performance and lifestyle apparel, adidas, partners to present The Supermart. The pop up store hosts an exclusive adidas range, and playfully makes a tongue-in-cheek reference to ZALORA as an e-commerce marketplace in its supermarket concept. Driven by ZALORA in collaboration with adidas, this project aims to strengthen adidas' presence on the e-tailer's platform and one can expect more joint activations in the upcoming seasons.

The pop-up stocks adidas Sportswear and adidas Originals, over 90 skus which include footwear, apparels and accessories for men and women from the three-stripe brand. In a seamless click and mortar experience, customers can browse the store, scan the unique QR codes tagged on each item, cart out on the ZALORA app and have the items shipped directly to their doorstep.

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“We are committed to enriching our customers’ experience with our brands, and this pop up demonstrates ZALORA and adidas’ presence beyond the online space. Shoppers can now enjoy in-person browsing with the convenience of online ordering and delivery. This exclusive partnership with adidas in creating this event is the first of its kind, combining one of the best brands and the best digital fashion platform in Singapore to create a unique and memorable experience for shoppers.” said Eric Cheang, Regional Commercial Director, ZALORA.

In addition to shopping the collection, shoppers can also bring home a gift-with-purchase (GWP) cleverly conceptualized in collaboration with three talented local artists. Hoon Jialing (@jaeyyelle) , Eman Raharno Jeman (@clogtwo) and Tiffany Tan (@lovage) . Using adidas products, the packaging for the GWPs are irresistible with their iconic graphic artwork that combines the brand’s and artists’ aesthetics.

## **ZALORA x adidas exclusive Gift-With-Purchase collection**



### ***Alice and The Hare by @jaeyyelle***

Referencing Alice In Wonderland’s tea party, Jialing’s tea foil pouch includes the gift of an adidas festival bag, with an illustration of Alice on the label. Alice is reimagined in her classic blue dress with adidas sneakers and a festival bag, accompanied by the Hare in an adidas track jacket. The *Alice and the Hare* tea-bag is a playful interpretation for the Supermart, and is available in limited quantities as an exclusive gift with purchase.

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## ***Sushi and Tako Sashimi Kits by @clogtwo***

Shoppers can delight in creatively designed Sushi and Tako Sashimi Kits by urban artist and illustrator, Clogtwo. Featuring visual interpretations of biomechanical Ebi (shrimp) and Tako (octopus), the designs highlight Eman's signature MechaSoul.Engineering® concept in a fun bento package that comes with an adidas' essentials logo t-shirt. Certified fresh with purchases made on the day at the ZALORA and adidas Supermart.

## ***Vegetable Soups by @lovage***

Taking a pop art spin on the soup can, Tiffany reminds us to live a wholesome lifestyle of wellness and fun with inspiration from 'eating the rainbow'. Illustrating vegetables and its vibrant colours, the soup package disguises adidas' trefoil bucket hat - something to look forward to when getting a healthy dose of that 5-a-day.

## **Gift-With-Purchase Redemption Mechanics**

<b>Minimum Spend (\$\$)</b>	<b>Redeemable Gift (available designs subject to stock availability, while stocks last)*</b>
\$90	adidas Adicolor Festival Bag with limited edition packaging designed by @jaeyyelle
\$150	adidas Essentials Logo Tee with limited edition iron-on patch and packaging designed by @clogtwo
\$200	adidas Trefoil Bucket Hat with limited edition iron-on patch and packaging designed by @lovage
<ul style="list-style-type: none"><li>• *The order must include at least one adidas product from the ZALORA exclusive range, which will be indicated by the "ZALORA EXCLUSIVES" overlay on the product image.</li><li>• *The order must only consist of adidas products from the official ADIDAS Singapore brand store at <a href="http://www.zalora.sg/adidas">www.zalora.sg/adidas</a> or ZALORA's Singapore mobile app</li><li>• *The order is non-exchangeable, non-returnable and non-refundable.</li></ul> <p><a href="#">Full Terms and Conditions for Gift-With-Purchase Redemption</a></p>	

In addition to purchasing adidas exclusives at The Supermart, shoppers stand a chance to win a \$500 adidas ZALORA Gift Card in the What's The Price challenge. Customers who correctly answer the value of items in the store window's shopping cart can win all the adidas products in that display. All they have to do is post an Instagram Story in the most creative way to submit their entries. Detailed participation instructions are on [ZALORA's instagram](#).

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The ZALORA and adidas Supermart is located at Bugis Junction #02-10B and is open daily from 3 - 12 August (Opening hours 11AM - 9PM). To find out more about the pop up and to stay updated, follow @zalora on Instagram.

Download hi-res images [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 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)

## **About ADIDAS**

adidas is a global leader in the sporting goods industry. Headquartered in Herzogenaurach/Germany, the company employs more than 61,000 people across the globe. Our purpose, 'through sport, we have the power to change lives', guides the way we run our company, how we work with our partners, and how we engage with our consumers. We see the world of sport and culture with possibility where others only see the impossible. 'Impossible is Nothing' is not a tagline for us. By being optimistic and knowing the power of sport, we see endless possibilities to apply this power and push all people forward with action.

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For more information, visit [www.adidas.com.sg](http://www.adidas.com.sg) or follow the conversations on the brand's social media channel at @adidasSG and via #adidasSG.

## About Jaeyelle



As an innovative creative, JL (@Jaeyelle) is a multidisciplinary artist who works on illustration, murals, animation, graphic design and 3D projects. Faced with a world landscape that she finds increasingly dull, JL hopes the universe she creates acts as an escape from reality and brings out the inner child in her and her audience.

## About Clogtwo



Eman Raharno Jeman also known as Clogtwo is a Graffiti practitioner and visual engineer since 2004, he explores different medium which transcends from spray paints to digital media. His body of works focus on intricate and detailed mechanical elements and components, and capsule them in a shell from pop icon figures. Developing an artistic style calling it the "MechaSoul".

The "MechaSoul" revolves around the ideology of the psychological bond between organism and technology. Clogtwo, with his partner Inkten, co-founded Ink and Clog Studio, the first visual art duo collective and creative studio.

Through two decades, his obsession towards creating has taken him to an international level in Japan, South Korea, United Kingdom, Europe, United States of America, Mauritius, Australia and the South East Asian Region .

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## About Lovage



Tiffany Lovage is an artist and illustrator born and raised in Singapore. A fine art graduate, Lovage enjoys working with her hands in which she believes to be a more intimate approach with her penchant for detailing.

Her curiosity and love for botany, anatomy and the whimsical translates into a fusion of idylls she escapes into as she draws. The hush of a secret girl world where fact dissolves into fiction and all is beautiful. On the occasion that she is not working on paper or a wall, Lovage experiments with alternative canvases such as bags, shoes, even skin!