

ZALORA

MEDIA ALERT



ZALORA FASHION FESTIVAL IS IN MALAYSIA!

*The fashion pop up will feature fashion shows, music performances and more -
for all to enjoy!*

Kuala Lumpur, 31st October 2022 - ZALORA Fashion Festival by Asia's Online Fashion Destination, ZALORA happens 5th October from 12.00pm at Sentul Depot Kuala Lumpur. Featuring fashion shows, entertainment and activities by ZALORA's brands, the event is a one day only public pop up that everyone can enter and experience.

The first 1,000 guests who register for the event are eligible to redeem an exclusive goodie bag by ZALORA, with items from brands like Vans, Trendyol, ADIDAS, and more! Visitors to the pop up event will be entertained by music performances by Midnight Fusic, Daaliah, and Bad Habits, with fashion shows by ADIDAS, Trendyol, ZALORA Studios, ZALIA and Lubna.

ZALORA Fashion Festival 2022 will be held at Sentul Depot - Kuala Lumpur's hottest venue for events and happenings in the vibrant city. There will be additional activities to keep visitors occupied throughout the day, including a rug tufting demonstration and mini workshop by Kapetto, an upcycling workshop by Biji-Biji Initiative and a used clothes donation drop off in collaboration with The Salvation Army.

ZALORA

Register for ZALORA Fashion Festival via this link: <https://forms.gle/itoGmVAA5cYkCtfH9>

For more information on the event, visit <https://www.zalora.com.my/fashion-festival/>



ZALORA FASHION FESTIVAL 2022
#ZALORA1111
#ZALORAFashionFestival

MUSIC PERFORMANCES

SCHEDULE

5 NOVEMBER 2022, SATURDAY

12.00 PM
Doors open

2.00 PM
Upcycling workshop presented by Biji-Biji Initiative

2.30 PM
Live painting with Sharina Shahrin presented by VANS

3.00 PM
Rug tufting workshop with Kapetto

4.00 PM
Midnight Fusic (Live)

5.00 PM
Fashion show by Trendyol & ZALORA

6.00 PM
Daaliah (DJ Set)

8.30 PM
Fashion show by ADIDAS

9.00 PM
Bad Habits (DJ Set)

Venue
SENTUL DEPOT

Sponsored By
atome

MF

daaliah

BAD HABITS NEVER DIE

Note to Editor: This event is open to public and we appreciate your support in listing this via social media or digitally

Tags for social media:

#ZALORAFashionFestival

#ZALORA1111

@zaloramy

For digital assets, please follow the link [here](#).

ZALORA

###

MEDIA CONTACT:

Ira Roslan | Cluster PR Manager
ira.roslan@zalora.com | +6016 353 8100

Vince Flores | Regional PR Manager
vince.flores@zalora.com | +63917 526 8815

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