

ZALORA

PRESS RELEASE | FOR IMMEDIATE RELEASE

All aboard the ZALORA Z-Train!

ZALORA Philippines' much awaited pop-up with Nike, Trendyol, and GCash is happening this December 2-15!

Manila, 2 December 2022 - ZALORA Philippines introduces the 'Z-Train', ZALORA's highly anticipated mobile pop-up concept, where ZALORA brings exciting fashion finds and other fun fringe activities to key locations. The *Z-Train* makes its first stop at the Uptown Mall Curbside Corner, located at 9th Avenue corner 11th Drive in Bonifacio Global City, Taguig, from December 2-15, 10:00 a.m. to 10:00 p.m.

Nowadays, trends come as fast as they go and with ZALORA's roster of the best fashion and lifestyle brands, it's a guarantee that there's a fitting find for every kind of personal taste. As we open ourselves to the world once again, ZALORA's *Z-Train* takes you through a journey of style rediscovery.

The Z-Train is a play on themes of urban scapes and city lines, while showing off its flair for street aesthetic. With its sleek black exterior, it definitely shows ZALORA's DNA when you enter.

Hosting a selection of the best fashion haul from ZALORA's top brands—the *Z-Train* takes you on a fun fashion ride, as customers get up to 30% off from the much loved swoosh brand Nike and leading apparel brand Trendyol.

In partnership with GCash, *Z-Train's* official payment partner, customers can also get P500 cashback when they enjoy a cashless checkout using GGives.

Z-Train Exclusives:

Nike Dunk Daily Giveaway

Don't miss out on a chance to win your own elusive Nike Dunk pair when you shop at the Z-Train. Not only do you enjoy fashion steals up to 30% off, every ZALORA order at the Z-Train earns you an entry for a chance to win in the pop-up's Nike Dunk Daily Giveaways.

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12.12 Drops

Pro tip: Shop at the *Z-Train* on December 12, during the ZALORA 12.12 Christmas Sale kick off, using their special 12.12 Nike Dunk Codes and enjoy 30% off a minimum spend of P5,000 for a guaranteed slot to purchase your own Nike Dunks!

#Z-Train

Starting December 2, make sure to visit and check out the *Z-Train* as ZALORA is also giving away fourteen Nike Dunk pairs where one winner will win daily by simply posting a photo of you on the *Z-Train*, tagging @zaloraph, and using the hashtag #ZTrain. One post equals one entry, so post the *Z-Train* on your Instagram, Facebook, and TikTok for more chances of winning.

You better mark your calendar as ZALORA calls everyone aboard the *Z-Train*—where fashion finds and other surprises await! Visit www.zalora.com.ph/ztrain for more information and updates on the upcoming stops of the *Z-Train* that you surely won't want to miss.

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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, the Philippines, Hong Kong and Taiwan. ZALORA is part of the Global Fashion Group, the world's leader in online fashion for emerging 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, free delivery over certain spend, and multiple payment methods, and a loyalty subscription program Znow offering unlimited free and fast delivery. ZALORA is the online shopping destination with endless fashion and lifestyle 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

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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