

# ZALORA

PRESS RELEASE | FOR IMMEDIATE RELEASE



## GET INTO THE GIVING SEASON WITH ZALORA

*The 12.12 Sale has plenty of deals up to 90% off on Fashion, Luxury, Lifestyle and Beauty*

**Kuala Lumpur, 8th December 2022** — ZALORA 12.12 Sale is back and in time for the season of gifting. Celebrate the year end with deals up from 50% - 90% off from fashion, beauty, luxury and lifestyle brands: adidas, Vans, Trendyol, Tommy Hilfiger, Calvin Klein, and more. Happening from 8th to 13th December, the ZALORA 12.12 Sale is happening through all ZALORA platforms in Singapore, Malaysia, Hong Kong, Taiwan, Indonesia and the Philippines.

There are plenty of deals shoppers will not want to miss, and ZALORA makes shopping the 12.12 Sale easy with a quick cheat sheet to highlight some of the must-have offers:

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ZALORA  
**12.12**  
SALE  
8 - 13 DEC

## CHEAT SHEET

ENJOY 90% OFF ON 1000 ITEMS  
GRAB THESE CODES FOR MASSIVE SAVINGS AT CHECK OUT

DEAL	CODE
40% Off Accessories	40EXTRAS
48% Off Lux Outlet	LUX48
40% Off adidas	BRANDED40
40% Off Under Armour	BRANDED40
45% Off Vans	STEPUP45
40% Off Birkenstock	STEPUP40
50% Off Trendyol	TOPLABEL50
50% Off Calvin Klein	TOPLABEL50
50% Off Tommy Hilfiger	TOPLABEL50
50% Off BOSS	TOPLABEL50

This time, ZALORA has made shopping for the gifting even easier, with curated guides to accommodate every loved one - from the Tech Geek brother, to the Jet Setter cousin. Conveniently assorting products from brands like Coach, Kate Spade, COS, Nike, DeLonghi and more, customers are able to make purchases according to their preferences and budgets.

“We’re continuously looking for ways to innovate the shopping experience for our customers to ensure their needs are met, and understand the busy festive periods can get in the way of shopping for that perfect gift. Helping with curation and offers to accommodate every shopper’s needs and with flexible payment options available, we hope the ZALORA 12.12 Sale will add value and convenience to shoppers during this gifting season. Moreover, shopping on ZALORA gives shoppers access to authentic products from the world’s biggest brands delivered to their doorsteps” said Achint Setia, ZALORA’s Chief Marketing and Revenue Officer.

**[More Bling from the Heart](#)**

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ZALORA's regional ambassador, international fashion icon and Bling Empire personality, Heart Evangelista shares her excitement for the coming sale event:

"The year end is always such a great time to show love and appreciation for my family and friends, so shopping on ZALORA makes it easy when I'm trying to find the perfect gift. Whether it's fashion, beauty, luxury or lifestyle items, ZALORA's rich catalogue of products offer something for everyone, and thanks to next-day delivery via ZNOW, it's super convenient!"

Until 13th December, Heart Evangelista offers a special code for her ZALORA fans with the code Heart1212 for 30% off minimum spends of SGD89/RM179/HKD499/NT\$1800.

## **Get More with ZNow**

Be rewarded when you subscribe to ZALORA's next-day delivery subscription, with 6 Days of ZNOW. This ZALORA 12.12 Sale, the 12th sign up of the day stand a chance to receive RM50/SGD50 cashback, additional vouchers to stack on top of ongoing discounts, or an exclusive mystery box!

Stay glued to your account, because ZALORA will also be awarding cashback up to 16% for customers subscribed to ZNOW.

## **ZALORA partners add to the exciting deals**

Shop the ZALORA 12.12 Sale to also enjoy partner offers from Atome where customers can split their purchases into 3 easy payments at 0% interest and enjoy up to an extra 12% off!

Shoppers in Singapore can enjoy up to an extra 12% off on their 12.12 orders, all thanks to PayLater by Grab.

Bank Islam customers in Malaysia get to enjoy an extra RM20 off from 10th to 13th December. T&Cs apply.

Subscribe to ZALORA and turn on notifications for immediate updates not to be missed.

The ZALORA 12.12 Sale happens from 8th December to 13th December on [www.zalora.com.my](http://www.zalora.com.my)

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

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Press materials here.

#ZALORA1212

#ZALORACHristmasSale

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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, SEA and ANZ. From our people to our customers and partners, we exist to empower everyone to express their true selves through fashion. Our three e-commerce platforms: Dafiti, ZALORA and THE ICONIC connect an assortment of international, local and own brands to over 800 million 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.

(ISIN: LU2010095458.)

For more information visit: [www.global-fashion-group.com](http://www.global-fashion-group.com)