

# ZALORA

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## **ZALORA, ASIA'S FASHION EXPERT EXPANDS OFFERING IN TAIWAN WITH A FRESH NEW LOOK**

The ecommerce platform hosts a fashion party overlooking Taipei 101 in celebration

**TAIPEI, 25th April** – Asia's Fashion Expert, ZALORA officially launches in Taiwan today, with a star-studded affair overlooking the majestic Taipei 101. The platform hosts an exclusive invitation of some of Taiwan's most fashionable and star-studded guests, along with ZALORA's regional management and VIPs.

ZALORA offers the widest assortment of over 2000 brands with top international names across fashion, kids, beauty, sports and lifestyle, such as Adidas, Mango, Tommy Hilfiger, Hollister, Under Armour, Next, and Superdry, to name a few. In addition to exclusive collections that brands place on the platform, ZALORA has the best deals on 100% authentic products that are directly sourced from brands. Customers can enjoy fast delivery returns and refunds within 30 days of purchase. Currently, ZALORA is offering up to 60% off on luxury assortments, providing an excellent opportunity to elevate your style at a discounted price.

With the ZALORA VIP subscription service, shoppers can enjoy unlimited free shipping with no minimum spend for a year at only TWD399. ZALORA VIPs also receive exclusive rewards and offers, along with early access to sales, special discounts and cashback on their purchases. They will also receive invitations to private events hosted by ZALORA and its brand partners. Adding to the many benefits is also priority customer services, ensuring requests by ZALORA VIP holders are attended to ahead of the rest.

"We are thrilled to bring our curated collection of the top global brands, latest fashion trends and best in class fashion buying service to Taiwan. With our experience in making aspirational fashion accessible and affordable to millions of South East Asians over the last decade, ZALORA is designed to deliver a seamless shopping experience,

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with a wide range of styles to suit every taste. Taiwanese consumers are early adopters of new fashion trends and technology, making them a valuable demographic for ZALORA. We look forward to connect with customers in this growing and dynamic market. Join us as we revolutionize the way you shop for fashion, and become a ZALORA VIP to gain exclusive perks on the platform,” said Achint Setia, ZALORA’s Chief Revenue & Marketing Officer.

The ZALORA Taiwan launch expects to be a country-wide celebration, with a 360 degree marketing campaign across social media, on-ground and out of home reaching out to Taiwanese fashion buyers. There will be excitement among Taiwanese influencers’ social media accounts featuring the drop of ZALORA’s very own music track, for users to develop their own content interpretations and band together with ZALORA.

Bringing the best of fashion, beauty and lifestyle to Taiwanese shoppers’ fingertips, ZALORA is where best brands, and big deals meet convenience and seamless service and is now available at [zalora.com.tw](http://zalora.com.tw) and on the Zalora app on Appstore and Playstore.

Press materials [here](#).

#ZALORAAsiaFashionExpert  
#ShopZALORATW  
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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 ZALORA VIP 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

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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.

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