



11.11 SALE
8th - 13th NOV

FOR IMMEDIATE RELEASE



ZALORA Unveils Spectacular 11.11 Sale Event: A Shopper's Paradise with Unbeatable Discounts and Exclusive Offers!

[SINGAPORE, 6 November 2023] — ZALORA, Asia's Fashion Expert, is set to dazzle shoppers with its highly anticipated 11.11 Sale event, scheduled to run from November 8th to November 13th, 2023. This year's extravaganza promises an unprecedented shopping experience, featuring discounts ranging from an astounding 50% to a jaw-dropping 90% off across a wide array of fashion, beauty, luxury and lifestyle products.

At the heart of the event lies an unrivalled selection of over 11,111+ styles, all priced at an incredible \$15 each! It's a golden opportunity for fashion enthusiasts to revamp their wardrobes with the latest trends without breaking the bank.

The 11.11 Sale will showcase an impressive line-up of top global brands from fashion, beauty, luxury and lifestyle. ZALORA takes pride in offering 100% original products. Be assured that purchases come straight from the brands customers love and trust. Say goodbye to counterfeit concerns and hello to authenticity when shopping during the ZALORA 11.11 Sale

Be the real VIP with ZALORA 11.11

ZALORA VIP subscribers will be treated to an exclusive early access starting November 6th, 2023, ensuring they get first dibs on the hottest deals and latest arrivals. ZALORA VIP also enjoys free and fast delivery with no minimum spend and a special cash back on every order!



Brands To Love, Across All Categories

For fashion-forward individuals, the apparel category features beloved names like Mango, & Other Stories, H&M, and Monki, providing an opportunity to elevate one's style without the premium price tag.

Shoppers can expect to find coveted names in beauty, including The Ordinary, Dyson, GHD, Luxasia Fragrances (Paco Rabanne, Coach), Laura Mercier, Benefit, and Huda Beauty, all at unbeatable prices.

Sports enthusiasts will rejoice at the selection of brands like 2XU, 361, Adidas, Anta, Under Armour, Puma, and Nike, offering premium quality activewear and equipment at unprecedented discounts.

Parents can stock up on the latest kids' fashion from renowned brands such as Adidas, Cotton On Kids, NEXT, LC Waikiki, H&M Kids, and GAP, all at prices that won't break the piggy bank.

Cart It Wild, Win Big In Style!

Be part of the ZALORA 11.11 Sale community and collectively reduce the prices of hero items featured on the site. ZALORA will list a selection of products that will be reduced in increments, the more shoppers add them to their carts. The final price will go live on November 11, at which point customers will be able to purchase the hot product at a fraction of the original retail price.

Extravagant Marketing Efforts

In addition to this spectacular line-up of deals, ZALORA is set to make a groundbreaking move in its marketing strategy. For the first time ever, the company will be launching 3D bus advertising in Singapore, along with eye-catching MRT platform stickers across key MRT stations. The city will be blanketed with ZALORA's signature style, with bus stops across Singapore adorned with captivating advertisements.

Further amplifying the excitement, the event will receive extensive coverage from key opinion leaders (KOLs), who will focus on ZALORA's commitment to offering 100% original brands and products.

"We're thrilled to unveil our most ambitious 11.11 Sale event yet," says Achint Setia, Chief Revenue and Marketing Officer at ZALORA. "With unprecedented discounts, an unbeatable range of top global brands, and an immersive marketing campaign, this year's event promises



to be a game-changer for shoppers looking for quality fashion, accessories, beauty and home furnishings for everyone in the family at unbeatable prices."

Mark your calendars for ZALORA's 11.11 Sale from November 8th to November 13th, 2023, and be prepared to embark on a shopping journey like never before. For more information and updates, visit zalora.com or follow us on @zalora.

Press materials available [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, 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 a certain spend, 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 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 ecommerce 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 fashion & lifestyle destination in LATAM, SEA and ANZ, 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