

ZALORA

ASIA'S FASHION EXPERT

FOR IMMEDIATE RELEASE



ZALORA Unveils ZALORAYA 2024: A Grand Celebration Of Festive Modest Wear

KUALA LUMPUR, February 16, 2024 — ZALORA, Asia's Fashion Expert, is set to launch its highly anticipated ZALORAYA 2024 campaign, an annual celebration of festive modest wear collections. The campaign, spanning from February 19th to mid-April, promises an immersive experience featuring fashion apparel, accessories,



beauty products, and traditional wear, showcasing the rich cultural diversity of Malaysia and Singapore.

1. Sentimental Brand Film Unveils the Essence of ZALORAYA 2024

The campaign kicks off with a heartwarming brand film, tapping into themes of love, sisterhood, and family. The narrative follows two sisters who discover that cultural traditions, like wearing matching outfits, evoke a deep sense of connection and familial ties. The film sets the emotional tone for ZALORAYA 2024, emphasizing the *enduring nature of traditions that never go out of style*.

2. #ZALORAYA2024 Fashion Showcase – An Exclusive Affair with Local and Global Brands

The much-awaited #ZALORAYA2024 fashion showcase is set to take place on February 29th at Sentul Pavilion in Kuala Lumpur. The event will feature multiple shows throughout the day, presenting collections from 12 renowned brands. Attendees can look forward to the presence of esteemed fashion personalities, including Eyka Farhana, Amelia Henderson, Meerqeen, and more, making it a star-studded affair celebrating the intersection of fashion and culture.

Follow the excitement and watch the show online via ZALORA's social media platforms. The collections will be ready to shop immediately via an exclusive page on the platform, with a host of Raya-related content like shopping inspirations to excite customers.

3. Indonesian Labels Makes Its Debut

ZALORAYA 2024 proudly includes two Indonesian labels, Ria Atelier and Embara, in its diverse assortment. These brands, well-received since their launch on ZALORA, are expected to captivate the Malaysian and Singapore market market with their unique designs and cultural influences, adding an international flair to the celebration.

4. ZALORA VIPs Enjoy Exclusive Benefits

ZALORA VIP subscribers are in for a treat with early access to sales and a chance to attend the exclusive 'by-invite-only' fashion show. A call to action encourages customers to subscribe to the ZALORA VIP service, ensuring they enjoy perks such as faster and free delivery, guaranteeing their 'Baju Raya' arrives on time.



5. Social Media Buzz and Engaging Giveaways

The excitement of ZALORAYA 2024 extends to ZALORA's social media platforms, where engaging content and exciting giveaways will be hosted throughout the month of Ramadan and leading up to Eid. Keep an eye out for announcements on @zaloramy, @zalora Instagram, TikTok, and more.

A Decade of ZALORAYA - Impacting Modest Fashion

This year marks the 10th anniversary of ZALORAYA, solidifying its status as the ultimate destination for festive modest wear. Achint Setia, ZALORA's Chief Revenue and Marketing Officer, expressed his enthusiasm, stating, "ZALORAYA is more than just a celebration of fashion; it's a celebration of love that never goes out of style. From a curated film that embodies this message, to an exciting event that brings the assortment to life, we are honoured to be speaking to our customers' hearts. Over the past decade, we have witnessed the evolving landscape of modest fashion, and ZALORA is proud to have played a pivotal role in taking it to the next level."

Shop the #ZALORAYA2024 collections on [zalora.com](https://www.zalora.com) / [zalora.com.my](https://www.zalora.com.my)

Press materials are available here.

Note to Editors: The designer collections are available for loans in photo shoots and editorial coverage. Please reach out with requests.

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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