

[MEDIA ALERT]

**ZALORA**



**ZALORA Partners with Singapore Red Cross for Exclusive Fashion Bazaar**  
Over 60 Brands up to 70% off Retail Prices Up for Grabs



**SINGAPORE, 24 JUNE 2024** - [ZALORA](#), the leading e-commerce fashion platform in Asia, is proud to announce its partnership with the Singapore Red Cross for a special two-day charity bazaar from **3 to 4 July 2024**. The bazaar celebrates the 75th anniversary of the Singapore Red Cross while showcasing ZALORA's commitment to sustainability and support for meaningful community causes.

The charity bazaar will kick off with an **exclusive preview on 2 July, reserved for media and special ZALORA VIP (ZVIP) guests**, providing an opportunity to shop an incredible assortment of unique fashion pieces. The curated selection includes hundreds of items from sought-after brands including ALDO, ARC, Hollister, Levi's, Milliot & Co, Timberland, Trendyol and more. It

also includes pieces from ZALORA's private labels including but not limited to ZALIA Basics, ZALORA Studios, ZALORA Work, and our eco-conscious collection, Earth by Zalia Basic. Shoppers will be spoilt for choice from the range of fashionable items, including shoes, apparel, bags, watches, and jewellery.

The products available at the bazaar are brand new but have quirks that do not meet ZALORA's stringent quality standards. Rather than contributing to fashion waste, ZALORA has chosen to donate these one-of-a-kind pieces to the charity bazaar. This allows sustainability-conscious shoppers to find amazing fashion treasures while supporting Singapore Red Cross. All funds raised will go towards the Singapore Red Cross' local humanitarian services for vulnerable persons and families.

“At ZALORA, we are dedicated to being a force for good in the communities that we operate in and call home. By partnering with local charities and organisations like the Singapore Red Cross, we aim to support meaningful causes around the Southeast Asia region while reducing our environmental footprint.

By finding new homes for these unique fashion pieces, we can divert them from becoming fashion waste. This bazaar embodies our commitment to sustainability through creative solutions that extend the life of products. We are excited to collaborate with the Singapore Red Cross to drive positive change for our people and planet,” shared **Arvind Devadasan, Head of Sustainability, ZALORA Group**.

#### **Event Details:**

##### **Exclusive Media Preview**

**Date:** 2 July 2024

**Time:** 2:00 PM - 5:00 PM

**Venue:** Hall for Humanity, Red Cross House, 15 Penang Lane 238468 (near Dhoby Ghaut MRT)

##### **Charity Bazaar Public Dates**

**Date:** 3 July 2024 - 4 July 2024

**Time:** 10:00 AM - 6:00 PM

**Venue:** Hall for Humanity, Red Cross House, 15 Penang Lane 238468 (near Dhoby Ghaut MRT)

#### **Highlights:**

- Exclusive preview day for press and ZVIPs on 2 July 2024
- Hundreds of items from over 60 brands available for grabs at up to 70% off retail prices
- All proceeds benefit go directly to the Singapore Red Cross
- Showcases ZALORA's commitment to sustainability and meaningful community causes

For more information on the upcoming charity event, please reach out to ZALORA or Singapore Red Cross media contacts.

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**About ZALORA**

[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 ZVIP, offering unlimited free and fast delivery. ZALORA is the online shopping destination with endless fashion and lifestyle possibilities.

**About Singapore Red Cross**

Singapore Red Cross is a homegrown humanitarian organisation, dedicated to relieving human suffering, protecting lives and dignity, and responding to emergencies since 1949. We serve the vulnerable through our blood donor programme, home and day activity centre for the disabled, transport aid, elderaid, family life aid, and community first aid. We build capacity and resilience through our training academy, and volunteer and youth development. Beyond our shores, we mobilise and translate contributions from the donor community to relief and recovery, rehabilitation and reconstruction efforts, with the aim of helping communities affected by disasters. For more information, please see [www.redcross.sg](http://www.redcross.sg).

**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 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.

(ISIN: LU2010095458)

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