

FOR IMMEDIATE RELEASE

ZALORA HOSTS A SUSTAINABLE FASHION EVENT TO CELEBRATE EARTH DAY IN 2024



Jakarta, 22 April 2024 — ZALORA, Asia's Fashion Expert, is committed to shaping a mindful fashion ecosystem and to do so responsibly and sustainably. ZALORA recognizes their position in the market to influence the fashion industry and aims to inspire the customers with a wide range of sustainable fashion choices, driving a circular fashion movement. For instance, ZALORA has launched the Earth Edit category in October 2020, a sustainable shopping edit that meets the following requirements; products made from either or a combination of organic materials, responsibly sourced materials, recycled materials, are animal friendly, have a lower impact production process, are pre-loved, are made from organic & natural ingredients, and are upcycled. [The Earth Edit collection](#), which has over 150 brands and is continually expanding, is shopped by 34% of ZALORA's active customers as of 2023.



In celebration of Earth Day 2024, ZALORA is hosting an event on April 22, 2024, called "Drip & Drop," in collaboration with [House of Cuff](#) and [Clothes for Charity](#). The purpose of the event is to inspire a broader audience to engage in sustainable fashion practices. Participants are invited to donate gently used clothing, and these donations will later be proceeded to support underprivileged children's education. In exchange for their contributions, they will receive a discount voucher IDR 50.000 + 5% Cashback to use towards new purchases from [House of Cuff](#) via ZALORA app.

"We see this event as a chance to engage with our customers and empower them to make a positive impact on the environment. We believe that every small action counts, and by participating in this event, our customers are not only contributing to a more sustainable future but also embracing a new way of thinking about fashion", said Aashish Midha, Director of ZALORA Indonesia. Previously, ZALORA organized and participated in a river clean up volunteer program at Ciliwung Riverside, as well as created a program called "ZALORA Clean Up Day", for the employees to clean the areas around their neighborhood as a commitment to encourage everyone to be a Force For Good.

ZALORA's sustainability initiatives are part of GFG's 2030 sustainable strategy, which is operationalised through three strategic pillars: (a) [Climate Action](#), (b) [Circularity & Conscious Consumption](#), and (c) [Fair & Ethical Sourcing](#). The recent publication of GFG's PPP Report emphasizes the Group's dedication to implementing this strategy, showcasing the achievements made in 2023. Alongside its sustainability initiatives, the report also underscores GFG's commitments and targets across other strategic priorities, namely [Diversity, Inclusion & Belonging](#), fostering a [Responsible Workplace](#), and being a [Responsible Business](#).

Find the Earth Edit collection at www.zalora.co.id

Reza, E-Commerce & Brand Manager of [House of Cuff](#), continued, "We hope that our customer's shopping experience on ZALORA has more meaning, through donated old clothes, they also support the children in need and preserve nature.". The clothes also will be recycled by [Eco Touch](#) to extend the life cycle of clothes, as a way of fostering more sustainable consumption habits and a sense of community involvement.

Even after this event, you would still be able to join in and embrace a more sustainable approach to fashion by donating your pre-loved clothes to the nearest ZALORA x House of Cuff drop point, such as at Clothes for Charity Jakarta, Work Coffee Jakarta, Drips Coffee, Coffee Toffee, Sajiva Coffee & Ceramis, and other venues, and get discount voucher IDR



50.000 + 5% Cashback to shop House of Cuff on ZALORA. For more information and to find drop off bin locations please visit <https://www.zalora.co.id/hoc-tukartambah-m/>

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