

ZALORA

ASIA'S FASHION EXPERT

[FOR IMMEDIATE RELEASE]

BRITISH BRAND ASOS DESIGN LAUNCHES ON ZALORA



MANILA, 5th August, 2024 - British favorite fashion brand **ASOS DESIGN** announces launch on **ZALORA**, bringing its internationally renowned, stylish, and versatile collections to a wider audience. The partnership marks another milestone for ZALORA in making **ASOS DESIGN and its** fashion finds that cater to every occasion, day or night, accessible to the South East Asian market. Whether you're dressing up for a cocktail event, heading out for a casual date in the city, or just looking to update your wardrobe, **ASOS DESIGN** is now just a click away through zalora.com.ph.

With an impressive collection of over 400 items for both men and women, you'll find the perfect pieces to express your individuality. For women, the collection includes lightweight dresses in vibrant prints, breathable tops, and airy skirts, ideal for staying stylish and comfortable in the heat. Men can enjoy a variety of casual shirts, tailored shorts, and relaxed-fit trousers made from cool, natural fabrics, ensuring they look sharp while staying cool. The trendiest footwear for both men and women will also be available. Each piece is designed to keep you comfortable and fashionable, no matter how high the temperature rises.



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Shopping on **ZALORA** just got even more rewarding. **All shoppers can enjoy free ZALORA VIP membership when they spend PHP5,000 and above using code ZVIPASOS.** ZALORA VIP is a subscription-based program that unlocks additional value for customers, including unlimited free shipping, early access to special collections and offers, and exclusive invites to **ZALORA** events. Not only that, customers can enjoy a seamless online shopping experience with a wide selection of local and international brands, convenient payment options including cash on delivery, and a hassle-free return policy. Plus, **ZALORA's** curated fashion, beauty and lifestyle brands at unbeatable deals help you stay ahead of the fashion curve, making it easier than ever to find styles that suit your taste.

Aashish Midha, CEO of **ZALORA** Philippines, shared his excitement about the launch: "We are thrilled to welcome **ASOS DESIGN** to the **ZALORA** family. This partnership brings even more variety and style to our platform, offering our customers the latest trends from the beloved British brand. We look forward to seeing how our shoppers will embrace **ASOS DESIGN's** fresh and trendy pieces."

With **ASOS DESIGN** now available on **ZALORA**, there's never been a better time to refresh your wardrobe with the latest fashion trends. Enjoy the convenience, variety, and exclusive perks that come with shopping on **ZALORA**, and find the perfect outfit for any occasion with **ASOS DESIGN**.

SHOP ASOS DESIGN at <https://www.zalora.com.ph/asos-design/>

ASOS on ZALORA Official Editorial & Brand Images [here](#).

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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



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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 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.

For more information visit: www.global-fashion-group.com