

FOR IMMEDIATE RELEASE

ZALORA BECOMES THE EXCLUSIVE E-RETAILER FOR ON BRAND IN INDONESIA

Launched the brand with a Sunday Run event at Gelora Bung Karno



Jakarta, 11 September 2024 — ZALORA, Asia's Fashion Expert, strives to offer the region's online customers a seamless shopping experience through brand list expansion and innovation. In line with the goal, ZALORA is pleased to announce its exclusive partnership with **On**, a sportswear brand from Switzerland, which makes ZALORA the only online retailer in Indonesia to offer the brand's latest collection. To celebrate this launch, ZALORA and **On** hosted a special Sunday Run event at Gelora Bung Karno on September 8, 2024, participated by the invited sports community and lifestyle influencers, giving a unique opportunity to experience the brand firsthand.

This collaboration marks a major milestone for both ZALORA and **On**, bringing the brand's high-performance athletic and lifestyle sportswear to Indonesian consumers through the country's leading fashion and lifestyle destination.



Asteria Elanda, Head of Public Relations of On stated, “At On, we value strong partnerships, and we’re excited to continue expanding our reach through our continued collaboration with ZALORA. We chose ZALORA in our journey to connect with more people. This collaboration allows us to bring our innovative sportswear to a market that values performance and style, and we look forward to achieving greater success ahead!”.

The Sunday Run event was participated by over 70 runners from the sports community and influencers including @nadhifbasalamah, @jmlviann, @vabyramauriz, @stellaouyang, and @rianbudisantoso.

After last weekend's Sunday Run, Indonesian sports enthusiasts can continue to join the run every Sunday at Treehouse Gelora Bung Karno. The objective of the run is to build a community with the same passion of running. It promotes healthy living, and connecting with the active and health-conscious audience.



Photo: @rianbudisantoso, @stellaouyang, @jmlviann, @vabyramauriz, @nadhifbasalamah

Aashish Midha, Managing Director of ZALORA said, “We are very pleased to partner with **On** as their exclusive retailer in Indonesia, showcasing our platform's commitment to offering premium and innovative brands. ZALORA is dedicated to delivering a seamless shopping experience for our customers, and with this exclusive launch, we’re excited to provide access to **On** collection. Our platform is designed to make it easy for customers across Indonesia to discover and purchase top-quality products, and this collaboration perfectly aligns with that mission.”





For ZALORA customers that are interested to get invitations for similar events, also for more benefits can join ZALORA VIP. ZALORA VIP is a subscription program that gives customers access to perks designed to make online shopping experience even better. Customers who subscribe will enjoy free delivery, extra cashback 1% for every purchase, early access to promotions and deals, many offers from partners and priority service. During the 9.9 Sale, subscribe ZALORA VIP only Rp. 69.000 for a year from 9 - 12 September 2024. Please visit <https://www.zalora.co.id/zalora-vip/> for more details.

Don't miss out on the exclusive launch of **On** in Indonesia, available only on ZALORA! Shop the latest collection of high-performance and stylish sportswear now. For more information please visit <https://www.zalora.co.id/c/on/b-6970>

Press materials available [here](#)

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About On

On is a sports brand born in the Swiss Alps in 2010. With the mission "Igniting the human spirit through movement", On delivers premium shoes, clothing and accessories for the running, outdoor activities, training, tennis and lifestyle markets. In just 14 years since its founding, On has expanded its presence to London, Paris, Portland, Berlin, Tokyo, Shanghai, and Melbourne. This rapid growth is driven by innovative technologies that challenge industry norms, designs that showcase functional beauty, and a commitment to circular production methods. On's signature technology, CloudTec® cushioning, is protected by global patents and is used in competition shoes by leading professional athletes. Embodying the spirit of "Dream On.", On continues to grow its fan base and now operates in more than 60 countries. In 2024, On will also become the official partner of the Swiss team at the Paris Olympia.



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