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REVOLUTION Launches on ZALORA

Bringing Blush & Bare Glamour with Makeup Revolution



Kuala Lumpur, 5 August 2024 – REVOLUTION, the renowned global cosmetics brand, is thrilled to announce its official launch on ZALORA, Asia’s leading online fashion destination. Known for its inclusive range of high-quality makeup products at affordable prices, REVOLUTION is set to revolutionize beauty routines across Malaysia through this exciting partnership.

“We’re delighted to welcome REVOLUTION as a new addition to ZALORA Malaysia’s extensive beauty portfolio,” said Achint Setia, Chief Revenue and Marketing Officer of Zalora Malaysia. “This collaboration not only enhances our commitment to offering the latest in beauty trends but also reinforces our dedication to providing our customers



with the best shopping experience possible, with top global brands that are 100% authentic.”

From skincare and makeup to haircare, fragrances, and bath and body products, ZALORA boasts a comprehensive collection of product offerings, partnering with renowned international brands ensures that customers have access to the latest trends and high-quality products. The exclusive ZALORA VIP members perks and benefits for subscribed members, which includes additional potential discounts, early access to sales, and complimentary next day shipping.

With a commitment to offering diverse and innovative beauty solutions, REVOLUTION has gained a loyal following worldwide where beauty enthusiasts from this region can now gain access to a wide array of makeup essentials and trend-setting products, from stunning eyeshadow palettes to flawless foundations and long-lasting lipsticks, all conveniently obtainable at the click of a button via ZALORA.

REVOLUTION offers something for everyone, from the daring and experimental look to the everyday glam, customers can expect the same exceptional quality and affordability that REVOLUTION is known for, now with the added convenience of doorstep delivery and ZALORA's trusted customer service.

What makes REVOLUTION stand out is their commitment to inclusivity and diversity, which comes hand in hand with Zalora's sustainability initiatives and commitment to be a force for good. With REVOLUTION offering a wide range of shades to suit all skin tones, it ensures that everyone can find their perfect match. Additionally, their products are cruelty-free and many are vegan, aligning with ethical beauty standards. Also to their innovative approach and trend-setting products. They frequently collaborate with influencers and makeup artists to create limited-edition collections that resonate with their audience.

To celebrate the awaited launch of REVOLUTION on ZALORA Malaysia, beauty enthusiasts came together in Kuala Lumpur to unleash the Blush & Bare Glamour, indulging first hand in the magic of this global brand. The launch featured an exclusive makeup workshop with the celebrity makeup artist, Syed Faizal, where he expertly utilized REVOLUTION's comprehensive range of products, showcasing invaluable tips

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and tricks to master the art of using REVOLUTION's enchanting array of product selections onto attendees.

Event Highlights:

- **Empowerment Board:** Guests were invited to write positive messages about their lives on an empowerment board, embracing the spirit of "REVOLUTION".



- **Makeup Workshop:** Led by the famous celebrity makeup artist Syed Faizal, the workshop demonstrated the application of REVOLUTION products on a model, providing attendees with professional tips and techniques.



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- **Spin the Wheel:** Attendees had the chance to spin the wheel and win exciting prizes from REVOLUTION, ZALORA and dimpled.



- **Product Testing:** Guests had the opportunity to try out the makeup products during the event and experience their quality firsthand.





Featured Products:

- **Skincare Prep:** Revolution Pro Miracle Cream
- **Primer:** Revolution Super Base Vitamin Base Primer
- **Concealer:** Revolution Conceal & Define Concealer
- **Foundation:** Revolution Conceal & Define Foundation
- **Contour:** Revolution Fast Base Contour Stick
- **Eyeshadow:** Revolution Forever Flawless Allure
- **Eyeliner:** Revolution Thick & Thin Dual Liquid Eyeliner
- **Mascara:** Revolution Big Lash Volume Mascara
- **Liquid Blush:** Revolution Superdewy Liquid Blush
- **Highlight:** Revolution Highlight Reloaded Golden Lights
- **Loose Baking Powder:** Revolution Loose Baking Powder Translucent
- **Setting Spray:** Revolution Glow Fix Illuminating Fixing Spray
- **Lipstick:** Revolution Satin Kiss Lipstick Icon
- **Lip Gloss:** Revolution Pout Bomb Plumping Gloss SAUCE or Revolution Shimmer Bomb Gloss Distortion

To explore REVOLUTION products and discover new essentials, visit www.zalora.com.my.

Press materials are 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