

ZALORA

FOR IMMEDIATE RELEASE

SEASALT CORNWALL LAUNCHES EXCLUSIVELY ON ZALORA, BRINGING CORNISH BEAUTY AND MARITIME HERITAGE INSPIRED-CLOTHING TO SOUTHEAST ASIA

Beautiful and sustainability-conscious clothing that endures and inspires



SINGAPORE, 30 SEPTEMBER 2024 – ZALORA, Asia's Fashion Expert and leading e-commerce platform for fashion, beauty, luxury and lifestyle, is proud to announce its latest partnership with Seasalt Cornwall, a renowned clothing brand from the United Kingdom, known for its beautiful **sustainability-made quality apparels** woven with stories of Cornwall. Customers can discover Seasalt Cornwall's collection of clothing and accessories **exclusively on ZALORA's** online store in the Philippines, Malaysia, and Singapore.

Seasalt Cornwall has a rich history rooted in natural beauty and coastal communities. With a design ethos to create beautiful, useful, and sustainable clothing inspired by artistic culture and maritime heritage for customers to wear. **From source to shop floor**, each design is beautiful, carefully curated, and driven by a responsibility to look after people and planet. As a testament to its sustainability practices, the brand

has been awarded a B Corp certification, which recognises businesses with high standards of social and environmental performance.

ZALORA's collaboration with Seasalt Cornwall exemplifies its commitment to delivering shoppers across Southeast Asia with the best in global fashion to its customers, while empowering them to select from more sustainable fashion choices. By partnering with like-minded brands that are dedicated to sustainability, ZALORA champions sustainability through conscious commerce within Southeast Asia.

“Together, with like-minded brands like Seasalt Cornwall joining our platform, we can inspire more consumers across Southeast Asia to choose international fashion brands that are not only stylish but also kind to the planet,” added **Arvind Devadasan, Head of Sustainability, ZALORA**.

“We are delighted to launch our partnership with ZALORA, marking a first step into this important market for Seasalt and we are excited to introduce our brand story, product and high standards of quality to a new audience. We have recently announced our [B Corp certification](#), and it is essential to us that we work with partners who share our values and approach to doing business, particularly when it comes to looking after people and planet, making ZALORA the perfect partner for Seasalt in Southeast Asia. We are confident of success ahead and look forward to seeing customers' reaction to our collection”, shared **Paul Hayes, CEO, Seasalt**

With this partnership, customers can explore a wide selection of [Seasalt Cornwall's Men's and Women's apparels on the ZALORA platform](#), and ZALORA's Earth Edit collection, a range of other sustainability-made products and brands on ZALORA's website and mobile app. ZALORA's fast and efficient delivery and hassle-free returns ensure that shoppers can enjoy a seamless experience when purchasing Seasalt Cornwall's products.

Shop with ZALORA on www.zalora.com, today!

Press materials available [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 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

About Seasalt Cornwall

Established in Cornwall by Don Chadwick four decades ago, Seasalt is a premium lifestyle brand that inspires people of all ages to dress with creativity and confidence. Today it is a multichannel retailer with 76 stores across the UK and Ireland, a store in the US, a thriving online business, hundreds of stockists across the UK and Europe - including partnerships with M&S, Next, QVC and Zalando, and shipping to a growing customer community all over the world.

The Seasalt collection is timeless styling made to love and last, in quality fabrics that wash and wear beautifully. Offering a wide choice of shapes, fits and lengths; garments reflect the diversity of customers with the brand renowned for hero product categories – Dresses, Seasalt Rain, Sailor Stripes and Knitwear. This includes a petite range and sizes up to 28.

Seasalt is a B Corp certified brand with sustainability at its core and a commitment to ambitious targets. These include increasing the use of certified sustainable materials in its products year on year, transitioning to become a Carbon Net Zero business by 2040, and working with trusted partners – like our Resale partner Reskinned – who align with the business commitment to making responsible choices for people and the environment.

To find out more about Seasalt, visit www.seasaltcornwall.com