

FOR IMMEDIATE RELEASE

KOREAN SUPERSTAR JEON SOMI EXPANDS IN SOUTHEAST ASIA AND LAUNCHES BEAUTY BRAND GLYF EXCLUSIVELY ON ZALORA



MANILA, PHILIPPINES October 28, 2024 – Southeast Asia's largest online fashion, beauty and lifestyle destination, ZALORA, is thrilled to welcome Korean icon **Jeon Somi**'s beauty brand **GLYF** just in time for ZALORA's 11.11 festivities. Known for her vibrant personality and creativity, Jeon Somi has co-created **GLYF** with global beauty platform Beaubble to bring beauty enthusiasts bold, fun, and innovative, high-quality products. Each product in the GLYF line invites users to explore their own unique "glyphs" through whimsical and expressive makeup.

Among the debut products, **GLYF** introduces its award-winning **Illuete Highlighter Palette**, priced at **PHP1,880**, and the **GLYF Hydrocolloid People Patch** with fun and unique shapes like hearts, cherries, and ribbons, priced at **PHP680**, as seen from major K-pop celebrities such as Le Sserafim, Twice, and MEOVV to name a few.

From now until the end of ZALORA 11.11, GLYF is offering an exclusive introductory discount of 15% OFF on all orders!

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Developed in South Korea's leading beauty labs, **GLYF** is grounded in high-quality formulas and unique design concepts that embody **Jeon Somi's** distinct style. From product development to brand design, **Somi** has been involved at every step, sharing glimpses of the brand's journey with her social media followers over the past months.

"I am beyond excited to introduce **GLYF** to my fans in Southeast Asia exclusively through ZALORA. This launch is a dream come true, and I'm so proud of what we've created with my community. I can't wait to see how everyone expresses themselves with **GLYF**!" said **Jeon Somi**.

Aashish Midha, CEO of ZALORA Philippines, shared his excitement for the partnership: "We're thrilled to partner with **Jeon Somi** and Beaubble to bring **GLYF** to beauty lovers in Southeast Asia. At ZALORA, we're committed to delivering the most exciting beauty brands, and this launch allows us to cater to the growing demand for Korean beauty products."

HeeKyeong Seo, Co-founder of Beaubble also expressed enthusiasm, stating, "Expanding into Southeast Asia with **GLYF** from Jeon Somi is the perfect kick-start to our exclusive partnership with ZALORA, and we're excited to bring the essence of Korean beauty to a new audience. This is just the start as we have a lot more K-beauty brands on the way!"

SHOP GLYF EXCLUSIVELY ON ZALORA AT WWW.ZALORA.COM.PH/GLYF

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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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