

ZALORA

ASIA'S FASHION EXPERT

FOR IMMEDIATE RELEASE

SHOP MORE, SAVE MORE THIS 11.11

A promotional graphic for ZALORA's 11.11 Sale. On the left, a smartphone displays a red screen with the text '60-90% OFF -ON TOP GLOBAL BRANDS-' and a 'DOWNLOAD NOW' button. Below the phone are icons for Google Play and the App Store. To the right, the ZALORA logo is shown above the text 'ASIA'S FASHION EXPERT'. Below this, '11.11 SALE' is written in large, stylized numbers, with '9th - 14th NOV' in a black banner. At the bottom right, it says 'ZALORA VIP ACCESS STARTS 8TH NOVEMBER'. The background is light gray with several gold coins floating around. A small asterisk and 'Terms and Conditions Apply' are at the bottom right.

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11.11 SALE
9th - 14th NOV

ZALORA VIP ACCESS
STARTS 8TH NOVEMBER

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SINGAPORE, November 11 — This November, ZALORA unveils its most anticipated sale of the year: the 11.11 Sale, where the more you shop, the more you save. Taking place from November 9th to 14th, ZALORA promises an exceptional shopping experience with exclusive discounts, flash deals, and thrilling surprises. Prepare to be tempted to add to cart by a vast array of must-have items from top global brands, all available at unbelievable prices!

The More You Shop, The More You Save!

With the arrival of the 11.11 Sale, ZALORA brings forth the ultimate indulgence for fashion fans, beauty enthusiasts, and lifestyle aficionados. This year's key message, "Shop More, Save More," resonates across every category, encouraging shoppers to accumulate their savings and maximize the discounts available on ZALORA. The allure? The more you shop, the greater your savings – a perfect excuse to refresh your wardrobe, beauty stash, or home décor.

From the trendiest in fashion and luxury, to coveted beauty essentials, ZALORA's 11.11 Sale offers shoppers an unmatched retail adventure, where each purchase unlocks deeper savings with an additional 6% and 11% to be stacked on top of existing promotions!



Unmissable Deals and Offers to Elevate Your Shopping Experience

For six spectacular days, ZALORA will treat shoppers to a curated collection of offers designed to bring joy to every basket:

- **Discounts from 60% to 90% off** across top global brands in Fashion, Beauty, Luxury, Lifestyle, Kids, Sports, and more, ensuring every shopper finds their perfect fit.
- **Flash sales every day**, featuring limited-time deals that will have fashion fans racing to hit 'add to cart' before it's gone.
- **20,000 styles at 75% off**, spanning everything from chic evening wear to must-have streetwear.
- **Gamification and exciting prizes** – ZALORA's app and website will feature engaging games, giving shoppers the chance to win big. With over **SGD 1,000,000 in prizes**, the sale isn't just about shopping, it's about winning!
- **VIP Access Event – November 8**: A one-day exclusive event for ZALORA VIPs, where fashion insiders will get first dibs on the sale before it goes live to the public. Don't miss your chance to shop before the frenzy begins.

This fashion-forward affair promises to be more than just a sale—it's a celebration of style, luxury, and the art of savvy shopping.

Shop the World's Best Brands at Your Fingertips

Whether you're eyeing the latest runway trends or timeless wardrobe essentials, ZALORA has something for everyone. Dive into a treasure trove of premium labels, including **Tommy Hilfiger**, **Calvin Klein**, **Michael Kors**, and **Nike**, offering pieces that speak to the modern shopper's desire for style and functionality. For beauty lovers, expect to find coveted products from **Estee Lauder**, **Shiseido**, and **MAC**, while luxury shoppers will be thrilled with special offerings in high-end fashion and accessories.

With the holidays fast approaching, the 11.11 Sale is the ideal moment to stock up on gifts for loved ones or treat yourself to something extraordinary. The extensive collection means that whether you're shopping for the latest sportswear, children's essentials, or glamorous evening wear, there's no shortage of stunning choices to discover.

Elevate Your Shopping Experience

The experience doesn't stop at great deals. ZALORA ensures a seamless and luxurious shopping journey with easy navigation across its app and website, fast shipping, and a 30-day return policy. From the moment you start adding to your cart, ZALORA guarantees a shopping experience that's as effortless as it is enjoyable. With just a few clicks, your coveted pieces will be en route to your doorstep.



In this fast-paced world, convenience is key – and ZALORA delivers it in style.

Be sure to join the action starting November 9th – and for those who just can't wait, the VIP Access Event on November 8th promises an exclusive head start to the sale not to be missed!

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