

FOR IMMEDIATE RELEASE

## ZALORA FASHION SWAP PARTY INSPIRES SUSTAINABLE LIVING

Supporting Circular Fashion by Encouraging Clothing Reuse Through a Fun Event



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**Jakarta, 24 October 2024** - ZALORA, Asia's Fashion Expert, in collaboration with [Clothes for Charity](#), hosted an exclusive event named **Fashion Swap Party** at Gordi HQ, with the focus on combining fashion, sustainability, and social impact. Participants were given the opportunity to choose one preloved item from a curated collection by influencers, if they donated at least 1 kilogram of preloved clothing. The donated items will be resold and recycled to generate funds by [Clothes for Charity](#) to support the education of underprivileged children. The event aims to promote circular fashion, encourage sustainable fashion choices, and also minimize the fashion waste.

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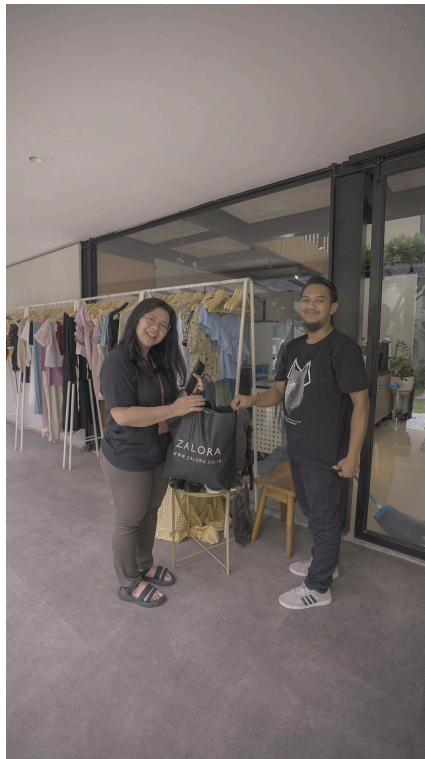
Aashish Midha, Director of ZALORA Indonesia said, “At ZALORA, we believe that fashion not only looks good, but also does good. Through initiatives like this Fashion Swap Party event, it shows that eco-friendly fashion can be fashionable, impactful and fun. It’s so inspiring to see people come together to support sustainable fashion, children's education, and women entrepreneurs. We are honored to start this movement”.

The 6 hours event collected over a hundred kilograms of clothes donations from the participants. By facilitating the reuse and recycling of clothing, the event helped reduce carbon emissions by an estimated 309.6 Kg CO<sub>2</sub>e (Carbon Dioxide Equivalent), significantly contributing to environmental preservation. Beyond sustainability, all funds raised through the Fashion Swap Party event directly supports the funding of school materials and tuition fee for 201 children, ensuring their continued learning.

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In addition to the environmental and educational impact, 5 womenpreneurs are involved in upcycling efforts from donations received. Their work supports eco-friendly practices while also providing them with economic empowerment, aligning with the mission of ZALORA and Clothes for Charity to maintain both environmental and social impact.



Hamidah Rosichah, Director of Gemilang Indonesia said, “Partnering with ZALORA for this event has allowed us to amplify our mission of turning unused clothing into meaningful contributions. This is a perfect example of how small actions like donating clothes can have a big impact. Sustainability is choosing wisely and respecting the earth. Hopefully we can have more of this kind of event in the future.”



ZALORA has launched the Earth Edit category in October 2020, a sustainable shopping edit that meets the following requirements; products made from either or a combination of organic materials, responsibly sourced materials, recycled materials, are animal friendly, have a lower impact production process, are pre-loved, are made from organic & natural ingredients, and are extended use. The Earth Edit collection, which has over 450 brands and is continually expanding, is shopped by 25% of ZALORA's active customers as of Q3 2024.

ZALORA's sustainability initiatives are part of GFG's 2030 sustainable strategy, which is operationalised through three strategic pillars: (a) [Climate Action](#), (b) [Circularity & Conscious Consumption](#), and (c) [Fair & Ethical Sourcing](#). The recent publication of GFG's PPP Report emphasizes the Group's dedication to implementing this strategy, showcasing the achievements made in 2023. Alongside its sustainability initiatives, the report also underscores GFG's commitments and targets across other strategic priorities, namely [Diversity, Inclusion & Belonging](#), fostering a [Responsible Workplace](#), and being a [Responsible Business](#).

Find the Earth Edit collection at [www.zalora.co.id](http://www.zalora.co.id)

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](http://www.global-fashion-group.com)