



ZALORA's ZALORAYA Campaign Bets Big on Growing Modest Wear

#ZALORAYA2025: Showcases Trendy & Designer Modest Fashion, Solidifying ZALORA's Powerhouse Status in Southeast Asia's Booming Market

SINGAPORE, 12 March 2025 – [ZALORA](#), Southeast Asia's leading e-commerce platform for modest wear marks its second decade of celebrating the region's rich cultural heritage through its annual ZALORAYA campaign. This year's iteration, #ZALORAYA2025, redefines festive fashion with a bold, inclusive strategy that merges tradition, creativity, and omnichannel innovation.

A Campaign Rooted in Cultural Nuance

The ZALORAYA 2025 campaign centers and builds on the universal Ramadan experience of dressing up for family gatherings—a tradition where every member, from grandparents to pets, participates in the joy of festive attire. “Fashion is about confidence, joy, and inclusivity,” said **Neha Bhasin, Regional Brand Communications Director at ZALORA**. “ZALORAYA 2025 celebrates this core cultural experience by offering stylish, accessible options for every family member.”

Creative Strategy: Storytelling Meets Omnichannel Engagement

The campaign unfolds in two dynamic phases:

1. **Feature Film:** At the heart of this campaign is a [short film](#) that captures the spirit of ZALORAYA 2025. It follows a family renowned for their impeccable style, blending humor and relatability. Grandma is a social media sensation, while Father embodies the Biker Dadcore, sparking neighborhood curiosity, admiration and a little envy. All outfits are sourced from ZALORA's curated collections, reinforcing the brand as the ultimate destination for fashion-forward modest wear and the one stop shop for their modest wear needs.
2. **Omnichannel Experience:** Fully embracing the festive spirit, ZALORA expanded beyond purely digital shopping, strategic focus in key countries by organising pop-up physical events in Malaysia, Indonesia, and Singapore, all tailored to local preferences and nuances.
 - **Malaysia:** A kampung-inspired fashion show at Kuala Lumpur's The Starhill featured runway collections by 13 designers, including NH by Nurita Harith and Syomirizwa Gupta. The venue's rustic wooden huts and lush greenery mirrored Raya's nostalgic charm, while on-site purchases allowed customers to shop directly—a historic first for ZALORA.
 - **Indonesia:** Partnering with the government's Bangga Buatan Indonesia initiative, ZALORA highlighted local brands like Ria Atelier and Embara, aligning with the market's pride in homegrown talent.
 - **Singapore:** An intimate styling session and pop-up showcased intricate details of collections, catering to discerning shoppers who prioritize good quality and design, giving them the opportunity to feel the garments and appreciate the details.

What's New at #ZALORAYA2025

This year, ZALORAYA brings fresh and exciting elements to the runway, showcasing the evolution of festive fashion while celebrating tradition. Coordinated outfits for fashionable families make it easier than ever to celebrate Raya in style, ensuring everyone can enjoy a seamless and chic festive look.

- **Syomirizwa Gupta's Triumphant Return to ZALORAYA 2025:** Fans of Syomirizwa Gupta are treated to Lé Chic Raya; a stunning blend of French and Malay influences on the celebrated designer's interpretation of Parisian chic. This collection intertwines the spirit of Paris with Nusantara elements, creating a unique fusion of cultures that draws inspiration from icons like Edith Piaf, Film Noir, Montmartre, the Seine River, Pont Neuf, and the Eiffel Tower. Featuring 10 bold looks in the signature style of Syomirizwa Gupta, this collection invites customers to experience the joy of self-expression, the elegance of Parisian artistry, and the warmth of cultural pride.
- **ZALIA Introduces Plus Sizes for Men, Ensuring Inclusivity of All:** ZALORAYA 2025 champions inclusivity with the introduction of plus-size menswear by ZALIA Basics, a first for the runway and the brand! This groundbreaking move ensures that stylish and comfortable Raya fashion is accessible to all, regardless of physique. It follows ZALIA's introduction of plus size and maternity-friendly pieces in 2018, keeping in mind everyone's Raya fashion needs. Each design marries ethereal elegance with practicality, empowering the wearer to feel both elevated and effortlessly at ease.
- **LUBNA Meow Ensures Nobody Gets Left Out at Raya:** Adding a playful twist, Lubna introduces #LubnaMeowSeries, a line of outfits designed especially for cats, ensuring that both you and your feline companion are perfectly coordinated this Raya, with matching outfits designed to bring a touch of whimsy to your celebrations

Sustainability and Inclusivity at the Forefront

ZALORAYA 2025 emphasizes timeless, sustainable designs using eco-conscious materials, ensuring garments remain wearable beyond Ramadan. The campaign also broke barriers with ZALIA's plus-size menswear and Lubna Meow's pet outfits, reflecting ZALORA's commitment to inclusivity.

Logistics Excellence Ensures Seamless Delivery

Key to ZALORA's mission in connecting its customer base of millions in Southeast Asia to the limitless world of fashion is its well-developed infrastructure and technology. Central to this robust network is ZALORA's regional e-Fulfillment Hub in Malaysia, which houses about seven million items. For the first time ever, ZALORA has connected its inventory across its three fulfillment centres in Malaysia, Indonesia, and the Philippines, enabling cross-market sales. This enables customers to choose a wider range of brands and products from across all of ZALORA's fulfillment centers across Southeast Asia.

ZALORA Southeast Asian Modest Wear Leader

As the leading e-commerce retailer in the Southeast Asian modest wear industry, ZALORA is committed to serving the diverse needs and tastes of our customers. Heading into its 13th year of celebrating modest wear with fresh concepts and inspired collections, this year's ZALORAYA is more than a celebration of modest fashion, catering to the modest wear communities across Southeast Asia and it is a testament to ZALORA's continued growth and innovation.

The #ZALORAYA2025 collection can be found [here](#).

Press materials can be found [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 ZVIP, 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 ("GFG") is the leading fashion and lifestyle destination in LATAM, SEA and ANZ. GFG exists to empower its people, customers and partners to express their true selves through fashion. GFG's three ecommerce platforms – Dafiti, ZALORA and THE ICONIC – offer a curated assortment of international, local and own brands to a diverse market of 800 million consumers. Through a seamless and inspiring customer journey, powered by a blend of data-driven insights and local expertise, GFG's platforms deliver an exceptional customer experience from discovery to delivery. GFG's vision is to be the #1 fashion & lifestyle destination in its markets, and is committed to doing this responsibly by being people and planet positive across everything it does. (ISIN: LU2010095458)

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