

ZALORA

PRESS RELEASE

ZALORA REIGNITES NOSTALGIA AND SENTIMENTALITY WITH #ZALORAYA2022 CAMPAIGN



“SO RAYA, IT’S TIME TO GET FESTIVE”

(Kuala Lumpur, 25 March) — ZALORA, Asia’s Online Fashion Destination, in partnership with Atome, the leading buy now, pay later service, is proud to present **#ZALORAYA2022**, the modest-wear fashion showcase from homegrown designers and brands this Hari Raya Aidilfitri. The modest fashion spectacle makes a spectacular return from e-commerce to the runway on 25 March 2022 at White Box, Publika.

For its eighth installment, #ZALORAYA2022 aims to reignite the spirit of nostalgia and sentimentality as family and friends, both near and far, are able to celebrate the festivities after a two-year hiatus. With an array of modest-wear styles by the most sought-after local designers and brands, #ZALORAYA2022 has no shortage of “gaya” this Hari Raya Aidilfitri. The fashion presentation is also supported by Alcon as the official brand partner, Miko Galere as the official hair partner and Make Up Miracle as the official makeup partner.

This year’s fabulous lineup spotlights nh by Nurita Harith, Maslea, TAS by Tom Abang Saufi, PBR by Raeesa, Yadotsa, Naelofar, Ana&Aora, ZALIA, ZALIA Basics, Earth by Zalia, Lubna, Lubna Homme, Lubna Curve, and Lubna Kids. For the first time, ZALIA has expanded its apparel range with the introduction of ZALIA Home, comprising home décor to spruce up your space for a Raya-ready home.

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Shasha Ahmad, Head of Modest Wear at ZALORA is thrilled to see the joyous return of #ZALORAYA2022 coalesced with Malaysians being able to commemorate the festivities with their loved ones while showcasing their best styles.

“This year, the #ZALORAYA2022 campaign is an extra special occasion as we celebrate our talented designers by featuring their collection under our platform. Expect an eclectic selection of baju kurung, baju kebaya, baju melayu and even kaftans, batiks, and headscarves this season as we encourage our customers to explore endless style possibilities with our wide selection of modest wear,” she said.

Vangie Hu, Regional Vice President of Marketing at Atome echoed the sentiment and is proud to be part of the #ZALORAYA2022 campaign.

“As part of our long-standing regional partnership, Atome is excited to be involved as the only payment sponsor and partner for #ZALORAYA2022's offline event. We see great synergy in providing ZALORA's customers with the choice, flexibility and convenience to buy now and pay later as they shop and pay for the latest modest fashion wear and accessories online. Over the years, ZALORAYA has grown from strength to strength as the modest wear platform in the region, and we're thrilled to be part of this annual campaign as Malaysia prepares to kick-off the Ramadan festivities,” he said.

Beyond the dazzling Raya apparel, ZALORA is also ramping up the festivities with some exclusive promotions and deals across other categories such as beauty, luxury, and lifestyle:

BEAUTY

Customers can luxuriate in skincare, makeup, fragrances, and beauty tools as they put their best face forward from now until 30 April with brands such as The Ordinary, GHD, SK-II, Ogawa, Jean Paul Gaultier, Hugo BOSS, NARS, Carolina Herrera, Paco Rabanne, Foreo, and Dyson.

LUXURY

Discover your next statement piece this Raya as you rise to the occasion with designer handbags at up to 50% off from now until 28 March.

LIFESTYLE

Liven up your space for a celebration you won't forget with ZALIA Home, Hooga, Akemi, PerySmith, Jean Perry, and Dilas Home as you adorn your home with everyday essentials that ensure maximum comfort with covetable designs.

Moreover, you can still purchase the #ZALORAYA2021 collection from now until the 28 March while stocks last. To enhance your shopping experience, check-out with Atome with the “buy now pay later” flexible payment options.

The #ZALORAYA2022 collection is available now at zalora.com.my for purchase. You can visit [HERE](#) to find out more about #ZALORAYA2022.

Download the #ZALORAYA2022 press kit [here](#).

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ZALORA

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About ZALORA Group

ZALORA is Asia's online fashion destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia, the Philippines, Hong Kong, and Taiwan. ZALORA is part of 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, and multiple payment methods including cash-on-delivery, ZALORA is the online shopping destination with endless fashion possibilities.

About Global Fashion Group

[Global Fashion Group](https://www.global-fashion-group.com) is the leading fashion and lifestyle destination in growth markets across LATAM, CIS, SEA and ANZ. From our people, to our customers and partners, we exist to empower everyone to express their true selves through fashion. Our four e-commerce platforms: dafiti, lamoda, ZALORA and THE ICONIC connect an assortment of international, local and own brands to more than one billion 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 online destination for fashion & lifestyle in growth markets, and we are committed to doing this responsibly by being people and planet positive across everything we do.

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