

ZALORA

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THE HOUSE OF #ZALORAYA2023: WHERE NEW BEGINNINGS BLOOM



LET THE MAGIC OF THE FESTIVITIES BRING US TOGETHER FOR ANOTHER FASHIONABLE HARI RAYA

Kuala Lumpur, 7th March 2023 — Every ending is a new beginning as we bring together families and friends to reunite, celebrate, and make new memories. New beginnings are truly magical. It's cruising into a new territory full of hope, it's witnessing new possibilities blossom into reality, and it's allowing optimism to guide your path at every turn.

ZALORA, Asia's Fashion Expert, embraces the magic of new beginnings with the **ninth instalment of #ZALORAYA2023**, the highly-anticipated modest-wear fashion celebration. Taking it up a notch, ZALORA introduces the “**House of ZALORAYA**”, showcasing all of ZALORA's Raya designers' collections in a setting that encapsulates the festivities. Expect bolder colours, intricate craftsmanship, and contemporary designs that will make your Hari Raya extra *bergaya*.

The House of ZALORAYA showcases the seasonal modest wear designs and accessories from designer exclusives and ZALORA's private label brands are available for purchase in Malaysia and Singapore. Eric

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Cheang, Regional Commercial Director of ZALORA remarked the House of ZALORAYA is truly where new beginnings bloom.

“Our customers have always shown tremendous support and excitement for the ZALORAYA season, and this year we hope to express our appreciation with the most ambitious celebration yet. We’re proud to be hosting a 5-day pop up store to connect shoppers with our Raya collections, giving them the opportunity to see and feel the assortment before buying on ZALORA. We hope our brand partners and esteemed fashion designers will welcome customers to our House of ZALORAYA.”

The House of ZALORAYA kicks off with a stellar fashion show. With an expanded lineup of designers and brands, the fashion show features nine revered designers such as Maslea, Yadotsa, TAS by Tom Abang Saufi, Zalia, Syomirizwa Gupta, Lubna, Alia B., Afiq M, and NH by Nurita Harith. The latest collections would unfold sumptuously as each collection is paraded in a triumph of new beginnings.

The festivities continue with ZALORAYA's first pop-up experience located at Starhill Gallery where the collections are available to explore and shop offline to online. As you discover and explore the House of ZALORAYA, be spoiled for choice with the plethora of designer exclusives and brands over 5-days from 8 March to 13 March. With endless possibilities in terms of selection, this Hari Raya will be one to remember as you journey into new beginnings.

ZALORAYA 2023 collections are available at [zalora.com.my](https://www.zalora.com.my) and ZALORA in-app. For more information, visit [zalora.com.my](https://www.zalora.com.my) or [zaloramy](#) on Instagram.

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FOR MEDIA ENQUIRIES, PLEASE CONTACT:

The PR People

Azhary Azhar, +6013-271 9500, azhary@prpeople.co

Qusyairie Abu, +6011-3136 8914, qusyairie@prpeople.co

ZALORA

Ira Roslan, 6016-353 8100, ira.roslan@zalora.com

Carmen Yap, 6016-318 7077, carmen.yap@my.zalora.com

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 certain spend, and multiple payment methods, and a loyalty subscription program Znow 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 growth markets across 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 e-commerce 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 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.

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