



FOR IMMEDIATE RELEASE



THE ZALORA BIG FASHION SALE IS BACK WITH TOWERING DISCOUNTS ON THE BEST FASHION BRANDS!

Shop the event from 60-90% off this 23rd-30th June

SINGAPORE, 21 JUNE – Get ready to snag massive deals as ZALORA, Asia's leading online fashion destination, announces the return of its highly anticipated annual Big Fashion Sale! Mark your calendars and get ready to shop from **23rd to 30th June** for an unparalleled online shopping experience. This year's ZALORA Big Fashion Sale has something for everyone without breaking the bank at 60-90% off, so join in to indulge in a shopping spree like never before as we bring together an extensive array of exclusive collections including apparel, sportswear, shoes, accessories, cosmetics, skincare, luxury goods and more. Some of the top global brands would be going on discounts for the first time, after a long period during this event while others would be going even more aggressive offering mouth watering deals for the SEA customers.



Shoppers can look forward to remarkable deals on top brands such as Adidas, Nike, New Balance, Under Armour in Sports, Veja and Birkenstock in shoes, NEXT, COS, Mango and H&M in apparel, and leading beauty brands including The Ordinary, GHD, Rhode Beauty, NYX, and Real Techniques. Additionally, ZALORA's comprehensive assortment extends to luxury and home & lifestyle categories, ensuring something for everyone.

ZALORA's Chief Marketing and Revenue Officer, Achint Setia, expressed excitement about the Big Fashion Sale, stating, "The ZALORA Big Fashion Sale is our way of celebrating our customers by providing them with incredible deals and an engaging shopping experience. We are thrilled to have the support of our brand partners to make this event truly special. This year we have added a host of innovations including gamified journeys, widest array of offers for our VIPs during early access, hundreds of first time on discount products and thousands of prizes to be won for almost every customer. "

Daily Brand Offers & Exciting Prizes

Shoppers can look forward to a rotating selection of **daily discounts**, ensuring fresh deals every day of the event. **Each day will spotlight different brands**, allowing customers to discover new favorites and enjoy substantial savings. This dynamic approach not only keeps the shopping experience engaging but also maximizes the value customers receive throughout the sale period.

As part of the ZALORA Big Fashion Sale, shoppers stand a chance to win one of three pairs of tickets to an exquisite 4-course dinner on the luxurious Royal Albatross Cruises in Singapore. The Royal Albatross is a majestic luxury tall ship, offering an unparalleled dining and cruising experience. With its meticulously crafted interiors and stunning four-masted design, the Royal Albatross provides a sophisticated and romantic setting for a 4-course dinner at sea. This exclusive experience offers a unique blend of fine dining and breathtaking views, making it a perfect reward for valued customers.

Spin & Win and Mission Challenge

To enhance the shopping experience, ZALORA has introduced gamification elements, allowing customers to participate in daily spins for a chance to win exciting prizes. This interactive



feature adds an element of fun and anticipation, including additional promotional offers to make the shopping experience more rewarding! Customers can enjoy the thrill of potential instant cashback, adding extra value to their purchases and overall experience during the ZALORA Big Fashion Sale.

ZALORA VIP Early Bird Deals

ZALORA VIP customers will enjoy exclusive **early access** to the sale, allowing them to shop top deals before anyone else. This privileged access ensures VIP members can secure the best items and sizes ahead of the crowd. In addition to early access, VIP subscribers will benefit from an extra layer of savings with **stackable discounts of 8%**, providing unmatched value. This exclusivity underscores ZALORA's commitment to rewarding its most loyal customers with exceptional perks and premier shopping experiences. Don't miss out on these exclusive perks and early access deals—join the ZALORA VIP subscription today. Sign up now at <https://www.zalora.com.my/zalora-vip/> and start enjoying the advantages of being a ZALORA VIP member.

Don't miss out on this opportunity to elevate your wardrobe and embrace the latest fashion trends. Visit ZALORA website and mobile app throughout the ZALORA Big Fashion Sale campaign period from **23rd to 30th June** and start embarking on a shopping spree that is bigger than ever!

For more information about the ZALORA Big Fashion Sale and to start adding to cart, visit [zalora.com](https://www.zalora.com)



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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 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