

# ZALORA to Launch Marketplace

The online fashion retailer to offer independent fashion designers and sellers access to their millions of customers



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**Summary** **Singapore, Wednesday 15th January 2014; ZALORA, Asia's leading online fashion destination, has announced it will be launching ZALORA Marketplace in the first half of this year. With over 15 million visits per month to ZALORA, Marketplace will give independent fashion designers and sellers the opportunity to instantly expand their business to ZALORA's massive customer base and will greatly increase the product assortment available to customers.**

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ZALORA Marketplace will allow vendors from all over Southeast Asia and Hong Kong to create their own branded storefront within the ZALORA site, which will be run and maintained by the seller with support from a dedicated ZALORA account manager. They will also benefit from a huge increase in brand exposure through free online marketing and advertising that will be part of ZALORA's overall marketing campaigns.

Set to be one of the most beneficial fashion Marketplaces in Southeast Asia for independent fashion designers and sellers, customers across the region will also benefit from hundreds to potentially thousands of new products and brands available online without having to visit different shopping portals.

"The upcoming launch of Zalora Marketplace is an exciting development for the fashion industry in Southeast Asia as whole,' said Magnus Grimeland, Managing Director, ZALORA. "We are launching a platform where up and coming brands, boutiques or designers can sell their products alongside our internationally renowned brands, to an already highly established and loyal customer base. We have over 15 million visits to our Zalora sites per month; for an independent fashion seller to have instant access to this kind of audience is a previously unheard of opportunity."

A dedicated and localized ZALORA Fashion Scout force is currently searching for and recruiting potential brands and designers to come on board for launch.

"We have found some incredible and exciting designers and sellers so far," said Grimeland. "We are really looking forward to working with them, nurturing them at this stage of the journey and seeing how far their business can expand through Marketplace.

There has never been a better time than now to bring fashion retail businesses online, especially throughout Asia Pacific where the internet population is already over 200 million people and growing steadily. According to research\* around 11%-15% of total global retail sales will be conducted

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through online channels by 2020, with Asia Pacific accounting for a very large portion of that. For fashion designers and sellers looking to expand their sales and reach, online is the only place to be.”

ZALORA Marketplace is currently open to applications from potential sellers and details can be found [here](#).

\*Source: Goldman Sachs Chain reaction: Online disruption gains traction  
March 2013

### **About ZALORA**

ZALORA, Asia’s leading online fashion destination, was founded in early 2012. With presence in Singapore, Indonesia, Malaysia, the Philippines, Thailand, Vietnam, Hong Kong and Brunei, ZALORA’s localized sites offer an extensive collection of over 500 top international and local brands and over 15,000 products across apparel, shoes, accessories, and beauty categories for men and women. Offering a thirty-day free returns policy, speedy deliveries within 2-3 working days, free delivery over a certain spend, and multiple payment methods including cash-on-delivery, ZALORA is the online shopping destination with endless fashion possibilities. For more information, please visit [www.zalora.com](http://www.zalora.com).

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## About Rocket Internet

### **Who we are**

Rocket Internet is the world’s largest Internet incubator. Our team has been building online companies since 1999 and has created over 100 market leading companies in 50+ countries, dozens of which have been exited successfully. Since 2007 our team operates under the name of Rocket Internet.

We are headquartered right in the vibrant centre of Berlin, Europe’s Silicon Valley, and operate a network of 25 international Rocket offices, covering all relevant developed and emerging markets. Our primary focus is on building proven, transaction-based business models in the online and mobile space. We are however not limited by such parameters and seize other attractive opportunities whenever they arise.

Investors in companies started by Rocket Internet include Investment AB Kinnevik, Holtzbrinck Ventures and many others.

### **How we work**

Rocket is much more than a venture capital firm or an incubator. We bring together all key elements required to create great companies: team, concept, technology, and capital. We are 100 percent operationally involved in building our ventures and cover all critical functions with our expert teams.

They work together seamlessly in order to ensure that best practices are implemented in all key areas.

These teams include: Engineering and Product Development, Online Marketing, CRM, Business Intelligence, Operations, HR, and Finance. In addition, we have a global mobile task force of top entrepreneurial talents that brings expertise and speed to all our markets.

### **What we believe in and how we see ourselves**

We are passionate entrepreneurs and focus on performance. We remain humble, and we understand that success is a result of hard work. We want to learn every day and share our knowledge with each other. We focus on the details and always try to solve problems ourselves.

We want to be selfless and pragmatic and have no time for politics. We value intelligence more than experience. We believe that anything is possible. We move as fast as we can and take risks. We like to get and give autonomy and responsibility. We are flexible and tolerant towards ambiguity and uncertainty. And above all: we are always looking for great people. So come and join us!