

ZALORA



press release

More fashion for less with Standard Chartered and ZALORA

10 April 2018, Brunei – Standard Chartered and e-tailer ZALORA are launching a two-year partnership that offers Standard Chartered card holders¹ a suite of benefits including up to 20% off on their ZALORA purchases. Standard Chartered Brunei is launching a 20% Raya preview sale for Bruneians to start their Raya shopping ahead of the season.

From now until 30 June 2018, Standard Chartered Cardholders can enjoy 20% with promo code ZSCBN20 on www.zalora.com.my/scb2018 when they spend a minimum of BND100 on their purchases.

The commercial partnership will initially cover six countries - Brunei, Hong Kong, Indonesia, Malaysia, Singapore and Taiwan.

A popular fashion e-tailer in Asia, ZALORA offers an extensive collection of top international and local brands as well as their own in-house labels across apparel, shoes and accessories for men and women. They give consumers in the region access to the latest collection from over 2,000 fashion brands.

Jocelane Basir, Head of Retail Products and Segments at Standard Chartered Bank Brunei said: “The partnership with ZALORA is a testament to our regional presence in the ASEAN region. We have aligned ourselves with one of the leading fashion e-tailers in the region and we are committed to bringing regional offers to our Bruneian clientele.”

Tito Costa, Chief Marketing Officer of ZALORA added: “The partnership with Standard Chartered Bank creates an opportunity for us to reach out to new customers by offering them more reasons to shop on ZALORA. This gives shoppers a little push, sparking consumer spending by offering their favourite items at the best prices. In a region where buying fashion

¹ This offer applies for all Standard Chartered credit cards and debit cards issued in Brunei, Malaysia, Singapore and Taiwan and all Standard Chartered credit cards in Hong Kong and Indonesia

online is in its early stages, having a partner like Standard Chartered helps us in converting traditional consumers into e-consumers.”

Consumer discretionary spend continues to grow worldwide and apparel is no exception. Industry intelligence company GlobalData stated that fast fashion and value clothing is gaining popularity in Asia and online channels are expected to lead over brick and mortar channels in the coming two years². According to GlobalData’s 2017 global consumer payments survey, apparel makes up between 8 and 12% of total transactions in the region and it is expected to grow.

About ZALORA Group

ZALORA is Asia’s online fashion destination. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Hong Kong and Taiwan. 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, fast deliveries as fast as 3 hours in some markets, free delivery over a certain spend, and multiple payment methods including cash-on-delivery, ZALORA is the online shopping destination with endless fashion possibilities. ZALORA is part of Global Fashion Group, the world's leader in online fashion for emerging markets.

Standard Chartered

We are a leading international banking group, with more than 80,000 employees and a 150-year history in some of the world’s most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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² Source: GlobalData Macroeconomic Indicators database 2015-20; Market Dynamics, Retail Trends and Competitive Landscape

Note to Editors:

Standard Chartered in Brunei Darussalam

Standard Chartered Bank Brunei, a member of the Standard Chartered Group was established in Brunei in April 1958. The only international bank in Brunei, Standard Chartered leads the way through product innovation, consistent and strong growth performance and sustainability initiatives. It provides a comprehensive range of financial products and services including retail banking for individuals, small and medium-sized enterprises and, corporate and institutions through its network of 5 branches across Brunei. Standard Chartered employs more than 300 employees in its Brunei operations.

For more information, please visit: www.sc.com/bn. Follow Standard Chartered Brunei on Facebook and Instagram at – www.facebook.com/StandardCharteredBN and <https://www.instagram.com/stanchartbn>

Standard Chartered

We are a leading international banking group, with more than a 150-year history in some of the world's most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

We are present in more than 60 markets, with over 1,000 branches and around 3,000 ATMs.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

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