

ZALORA

A NEW LOGO

2014 – A NEW ZALORA

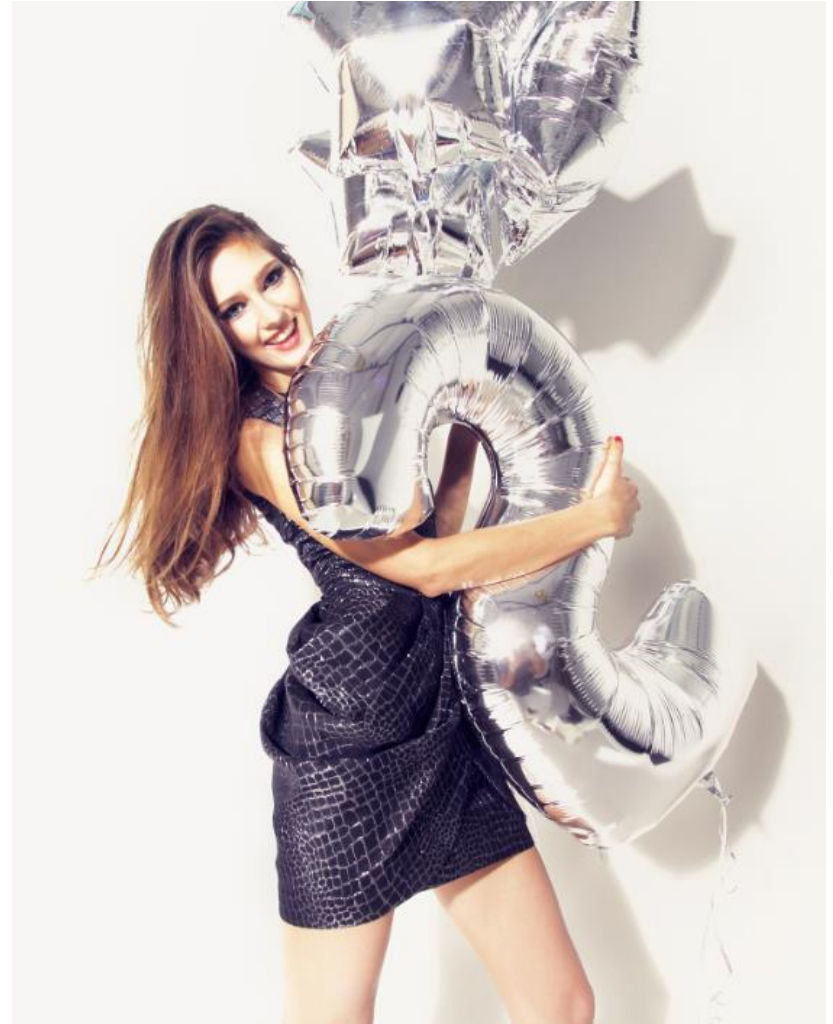
2014 MARKS A FRESH START FOR ZALORA.

We are truly entering a fresh, exciting phase as Asia's leading online fashion destination. As we embark on our two year anniversary this March, we find ourselves ready for a refresh and a face lift. As we say goodbye to the start-up phase and head towards taking our place as a leader in the online fashion space, our site needs to be world-class.

With the recent addition of international and well-loved brands who have joined us (Mango, American Apparel, River Island, New Look) and along with our massive range of local brands and designers, and our Private Label, we are well and truly poised to become the leading online fashion destination in Asia.

Therefore...

**A NEW ZALORA CALL'S FOR A NEW
LOGO**



Z A L O R A

EXISTING ZALORA LOGO WITH TAGLINE:

Z A L O R A

Z A L O R A

ASIA'S LEADING ONLINE FASHION DESTINATION

Z A L O R A

SO WHAT WE NEED FROM YOU:

We need a new logo to fit with our new 'fashionable' ZALORA website - Something that defines us out as Asia's leading online fashion destination. Our logo should be simple, fashionable, recognisable, on-brand, on-trend and on-par with the existing logo's of successful, fashion retailers across the globe.

REQUIRMENTS:

1. A new ZALORA logo
2. The new logo against our existing tagline (re-designed)
3. An abbreviated/secondary version of the logo – to be used on smaller products such as accessories, watches, bags etc

SPECIFIC REQUIREMENTS:

The new ZALORA logo should:

- Be neutral and simple
- Sit well with our powerful tagline
- Fit our company vision and direction – We are Asia's leading online fashion destination
- Be on-par in terms of design, with successful fashion ecommerce websites across the globe
- Be versatile and easy to work with (from a design perspective)

The new ZALORA logo should factor in the following:

- We prefer no bright colours to be used (if you think you can make it work, you can give it a try..)
- Colour palette should hence consist of black, grey and white gradients
- Should be able to be placed into a few different variations (onsite, offline, mobile app, clothing tag, on small accessories etc)
- We must be able to create subsequent logo's for other channels within the business using the same design/font/style – i.e ZALORA MARKETPLACE and OUTLET

NB: You can find more background info into the ZALORA brand and company in the Appendices, from page 10.

BEFORE WE PUT PEN TO PAPER – HERE ARE SOME GOOD EXAMPLES OF KEY FASHION BRANDS THAT RE-WORKED THEIR LOGO’S IN RECENT YEARS

ZARA

Z A R A

SfRD

SfRD

SOCIETY *for* RATIONAL DRESS

MANGO

MANGO

Gap

GAP

DF

DF

ebay

ebay™

Ben Sherman®

Monsoon

MONSOON

BEN SHERMAN®

BLANK

BLANK

VICTORIA'S SECRET

WHITNEY

WHITNEY

VICTORIA'S

ZALORA

HERE ARE SOME GOOD SAMPLES OF ABBREVIATED/SECONDARY
LOGO DESIGNS

DF

M&S



YSL

YVES SAINT LAURENT

D&G
DOLCE & GABBANA

fcuk®

ZALORA

HERE ARE EXISTING LOGO'S OF TEN OF THE MOST SUCCESSFUL
ONLINE FASHION WEBSITES GLOBALLY

NET - A - PORTER

asos
discover fashion online

CRICKET

SECRETS**A**LES

STYLEBOP.com

Girl Meets Dress.com

SINGER22.com

O T T E

SHOPTI**Q**UES.com

NASTY GAL

ZALORA

IN CONCLUSION TO OUR RESEARCH:

- Majority of fashion brands who have re-branded, have simplified their logo's rather than making them more elaborate or fussy
- Some of the most successful fashion sites have very simple, clean logo's
- Most brands use very neutral dark colours
- Majority of logo's are on-brand, on-trend and editorially relevant

APPENDICES
MORE ABOUT ZALORA

Z A L O R A - WHO WE ARE

Z A L O R A - Asia's leading online fashion destination.

We are serious about redefining online fashion throughout Asia by providing the very best in high-street style and trends, innovative technology and customer service. Our love for fashion and dedication to our customers defines everything that we do.

Online fashion all over the world has become a force to be reckoned with. It's now our turn.

Z A L O R A

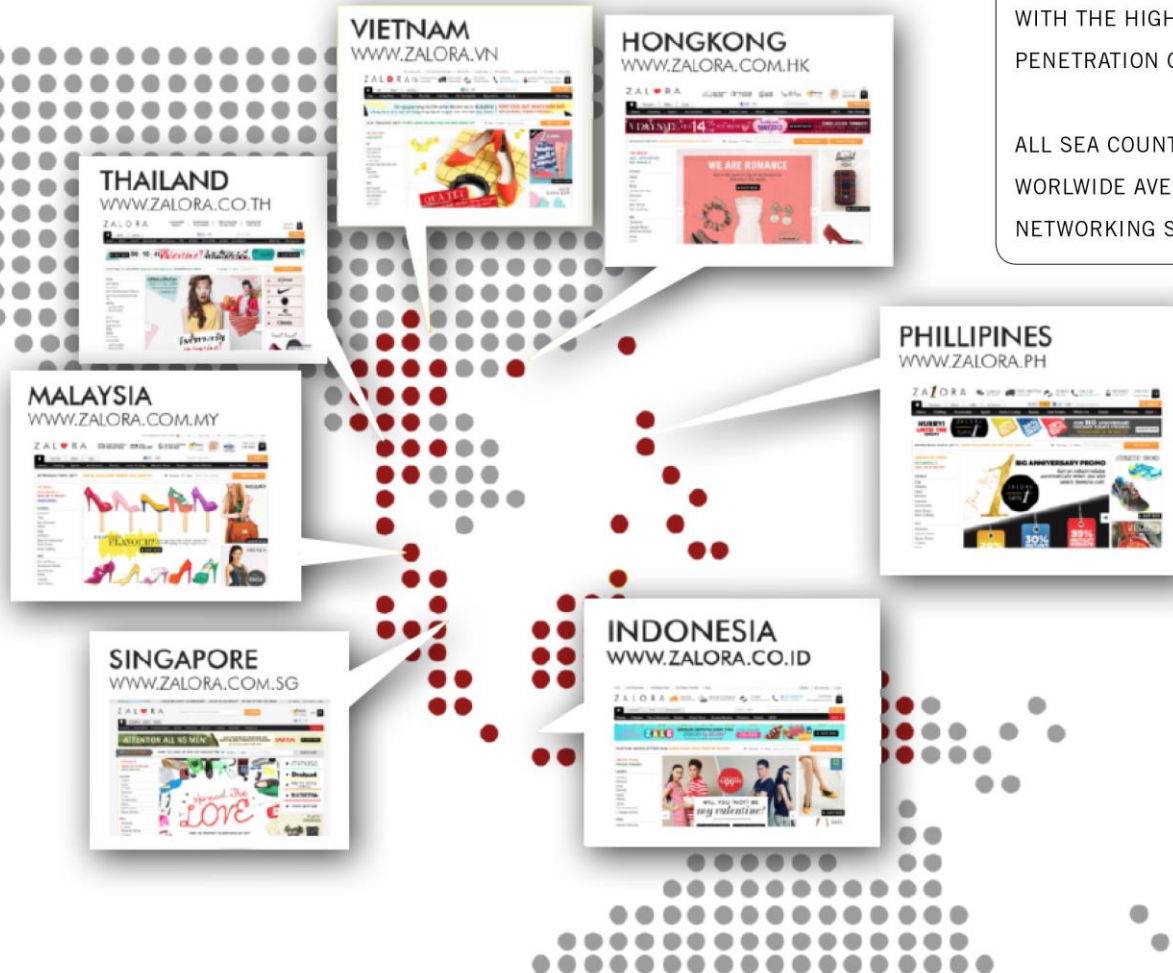
ZALORA'S REACH

- LOCALISED WEBSITES IN 7 COUNTRIES THROUGHOUT THE REGION.
- NEWSLETTER TO OVER 3 MILLION CUSTOMERS IN OUR DATABASE AND GROWING.
- LOCALISED SOCIAL MEDIA IN EACH COUNTRY WITH OVER 3 MILLION FOLLOWERS.
- ONLINE STYLE MAGAZINE AND FASHION TRENDS SECTION.

FACT

PHILIPPINES, THAILAND AND MALAYSIA ARE AMONG TOP 15 FACEBOOK COUNTRIES WITH THE HIGHEST FACEBOOK PENETRATION GLOBALLY

ALL SEA COUNTRIES INDEX HIGHER THAN WORLDWIDE AVERAGE REACH OF SOCIAL NETWORKING SITES



ZALORA

THE BASICS

THE BRANDS

WE OFFER ACCESS TO OVER 500 LOCAL AND INTERNATIONAL BRANDS AND DESIGNERS ON OUR SITE, WITH 130,000 PRODUCTS AVAILABLE ACROSS THE REGION.

EZRA IS ZALORA'S EXCLUSIVE PRIVATE LABEL WHICH WAS DESIGNED AND DEVELOPED IN-HOUSE BY AN INTERNATIONAL COLLECTIVE OF DESIGNERS AND BUYERS BASED IN SINGAPORE.

THE STAFF

ZALORA'S DYNAMIC ENVIRONMENT BRINGS TOGETHER AN UNRIVALED POOL OF TALENT FROM ALL OVER THE GLOBE, COMBINING A WEALTH OF LOCAL AND INTERNATIONAL KNOWLEDGE. THIS ENSURES THE BEST IN PRACTICE, BEST IN EXPERIENCE, AND BEST IN CREATIVITY AND INNOVATION.

THE SERVICE

SERVICE IS OUR POINT OF DIFFERENCE. WITH OUR NO-QUESTIONS ASKED RETURNS POLICY, SPEEDY DELIVERY AND MULTIPLE PAYMENT METHODS, WE PLACE CUSTOMER SERVICE AT THE CORE OF ALL WE DO.

Z-EXPRESS, ZALORA'S OWN DELIVERY FLEET MEANS WE CAN REACH THE FURTHEST CORNERS OF THE REGION, AND WE OWN THE CUSTOMER EXPERIENCE FROM ORDER TO DELIVERY.

FEATURED BRANDS

BURTON
MENSWEAR
L O N D O N



RIVER ISLAND

E Z R A

NINE WEST

SHOEMINT

SWAROVSKI ELEMENTS
for ZALORA

rizalman
for ZALORA

koumi  koumi 

Z A L O R A

ZALORA IS...



“ - on-the- go affordable fast fashion
- on-trend, up-to the minute style
- fashion and trends for
24 - 35 year olds
- style and fashion for today
- fresh, wearable, cool
- digital and tech savvy ”



ZALORA

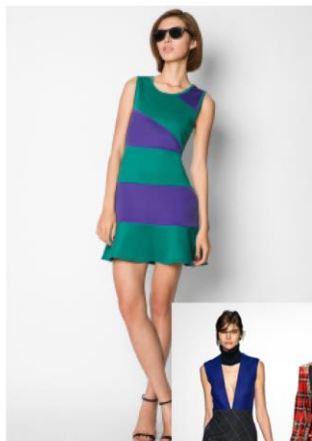
WHAT SETS US APART?

LOCALIZATION AND REACH

- A LOCAL BASE WITH WAREHOUSE SPACE IN EACH COUNTRY.
- ABILITY TO DELIVER PRODUCTS QUICKLY AND REMOTELY.
- ACCESS TO LOCAL BRANDS AS WELL AS INTERNATIONAL BRANDS LOOKING TO EXPAND INTO THE ASIAN MARKET.
- THE ZALORA MAGAZINE FEATURING TRENDS, NEWS & EDITORIALS
- OUR DIVERSE POOL OF BRANDS.
- OUR INTERNATIONALLY AVAILABLE PRIVATE LABEL EZRA, DESIGNED WITH OUR CUSTOMERS NEEDS IN MIND.

TECHNOLOGY + HERITAGE

- OUR AWARD WINNING USER EXPERIENCE
- BREAKING DOWN THE BARRIER OF ACCESS TO FAST-FASHION THROUGH E-COMMERCE.
- OUR MOBILE DEVICE EXPERIENCE AND ZALORA APP. AS UPTO 30% OF ZALORA TRAFFIC COMES FROM MOBILE USERS.
- BELONGING TO A GLOBAL NETWORK OF SUCCESSFUL ONLINE COMPANIES, WITH A RICH POOL OF RESOURCE, KNOWLEDGE AND EXPERIENCE TO DRAW FROM.



ZALORA

THE ZALORA VALUES

PASSIONATE

WE ARE PASSIONATE ABOUT FASHION, AND ABOUT OUR CUSTOMERS. WE ARE CONSISTENTLY MOTIVATED BY OUR DESIRE TO BRING HIGH-STREET FASHION TO ALL CORNERS OF ASIA, AND WE WORK TIRELESSLY TO PROVIDE THE BEST EXPERIENCE FOR OUR CUSTOMERS.

INNOVATIVE

AS THE LEADERS IN ONLINE FASHION IN THIS REGION, WE KNOW THAT CONTINUALLY ENHANCING AND REDEFINING OUR PRODUCT OFFERING IS KEY TO REACHING ZALORA'S GOALS. WE ARE CONTINUALLY SEEKING NEW AND INNOVATIVE WAYS TO DO THINGS, AND BELIEVE IN BRINGING NEW IDEAS TO THE TABLE.

RESPONSIVE

WE ARE RESPONSIVE AND ADAPTIVE TO THE MARKET WE ARE IN AND CHANGES GOING ON AROUND US IN BOTH FASHION AND TECHNOLOGY. WE ADAPT OUR OFFERING TO BEST FULFIL THE NEEDS OF EACH COUNTRY, TAKING INTO ACCOUNT CULTURE, SOCIO-ECONOMIC STATUS AND THE OVERALL CLIMATE IN EACH COUNTRY ZALORA OPERATES IN.



ZALORA

WHY ZALORA EXISTS

ZALORA IS FILLING THE ONLINE-FASHION GAP THAT EXISTS IN SOUTH EAST ASIA AND REDEFINING HOW HIGH-STREET FASHION IS ACCESSED IN THIS PART OF THE WORLD.

WE ARE PROVIDING AFFORDABLE HIGH-STREET FASHION THAT IS NOT READILY AVAILABLE TO OFFLINE SHOPPERS IN EMERGING MARKETS.



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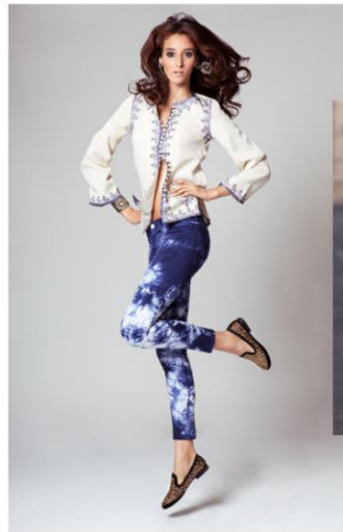
OUR CUSTOMER

FEMALE

- 24 - 35 YEARS OLD.
- LOVES FASHION.
- GETS INSPIRATION FROM FASHION MAGAZINES AND BLOGS.
- FOLLOWS TRENDS, BUT DOESN'T CREATE TRENDS.
- LIKES TO BE INSPIRED BY STYLED LOOKS AND OUTFITS.
- ENJOYS SPENDING HER DISPOSABLE INCOME ON CLOTHES AND UPDATING HER WARDROBE FREQUENTLY.

MALE

- 24 - 35 YEARS OLD.
- ENJOYS LOOKING STYLISH BUT IS NOT OBSESSED WITH TRENDS.
- LIKES TO BE TOLD WHAT IS IN FASHION RATHER THAN FORMING HIS OWN OPINION ON TRENDS.
- WANTS CONVENIENCE AND EASE WHEN HE SHOPS, DOESN'T NECESSARILY LIKE SEARCHING THROUGH MALLS.
- LIKES TO SEE HOW CLOTHES CAN BE PUT TOGETHER AND CREATE LOOKS THAT HE CAN EMULATE.



ZALORA

OUR DESIRED CUSTOMER RESPONSE

WE WANT EVERY CUSTOMER WHO SHOPS ON ZALORA:

- TO HAVE AN EMOTIONAL RESPONSE TO THE PRODUCT OFFERED.
- TO BEGIN TO IDENTIFY THEMSELVES WITH THE ZALORA BRAND.
- TO RECOMMEND ZALORA TO FAMILY AND FRIENDS.
- TO HAVE A POSITIVE AND ENJOYABLE EXPERIENCE SHOPPING ON ZALORA.
- TO EXCITEDLY ANTICIPATE THE DELIVERY OF THEIR ORDER.



ZALORA