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ZAFUL Introduction

WHAT WE DO?

ZAFUL is a global fashion shopping brand and trendy destination. Since its inception, ZAFUL has been committed to providing young people around the world with trendy, cost-effective fashion products.



ZAFUL Introduction

34TH

The ZAFUL brand was established in 2014 and was ranked 34th in the Brandz China Top 50 in 2017.

310[%]

Since its establishment, ZAFUL has kept high growth rate. Sales in 2016 was increased by 300% and it reached to 310% in 2017.

180

As of today, ZAFUL has provided quality products and services to users from over 180 countries.

ZAFUL Milestones



Brand Positioning

Brand Positioning

To become a leading global shopping brand and trend destination for the younger generation



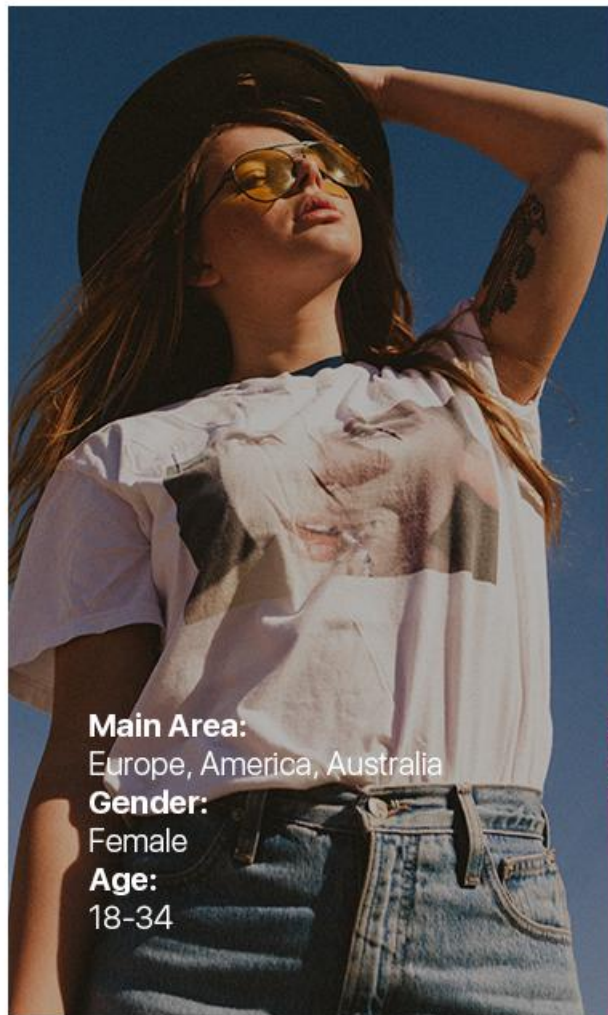
Slogan

Forever Young



Brand Positioning

User Portrait



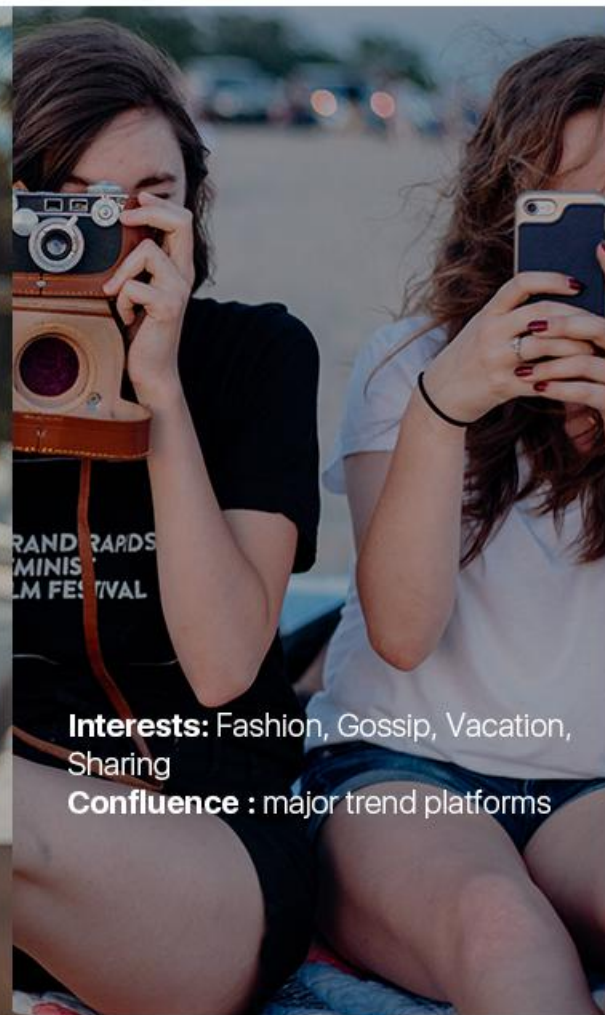
Main Area:
Europe, America, Australia
Gender:
Female
Age:
18-34



Identity:
College students, newcomers in
the workplace
Values:
Confident, independent, curious
and love to explore new things and
pursue a better self



Application Scenario:
Lifestyle, Vacation, Travel, Party



Interests: Fashion, Gossip, Vacation,
Sharing
Confluence : major trend platforms

ZAFUL Principle

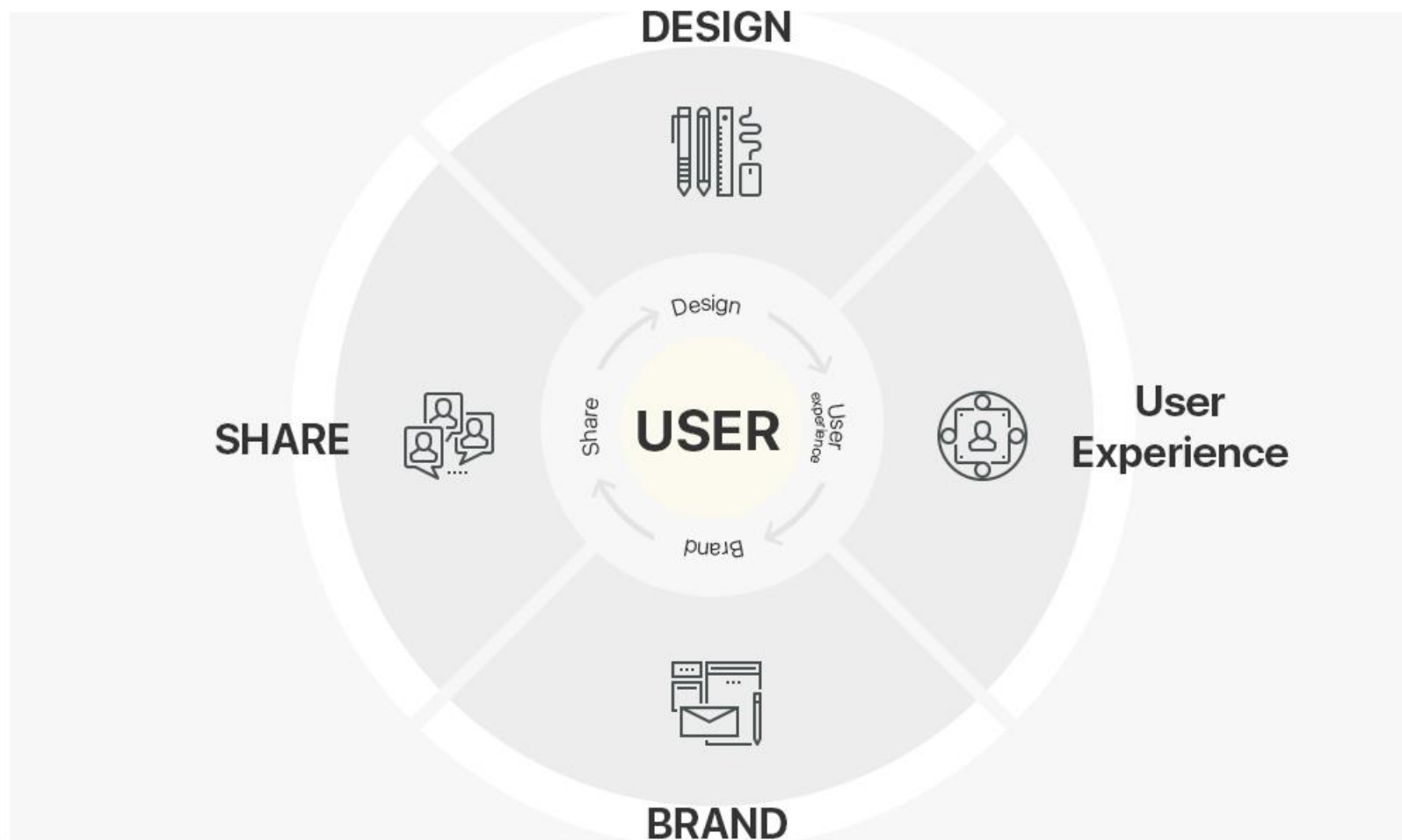
User-oriented

Design: Prioritize consumers' needs and combine with the latest fashion trends to design the most stylish products.

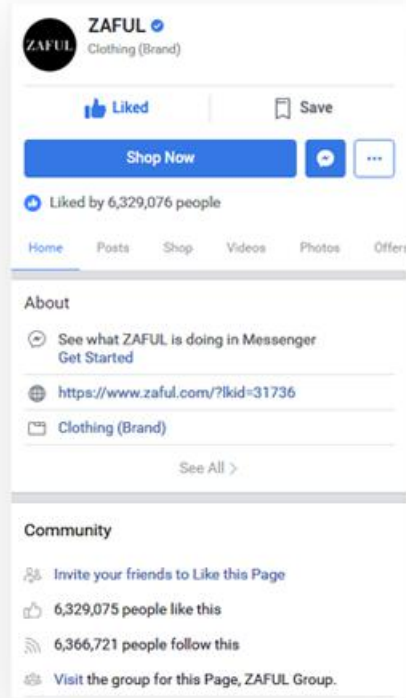
User Experience: ZAFUL pursues high VFM(value for money) through interactive, logistics, product and after-sale experience.

Brand: ZAFUL's brand reputation is built on superior supply chains, high-quality services and cost-effective products.

Share: Sharing and interacting in ZAFUL community and social media is to explore the deeper needs from users and optimize the products.



Platform Advantages



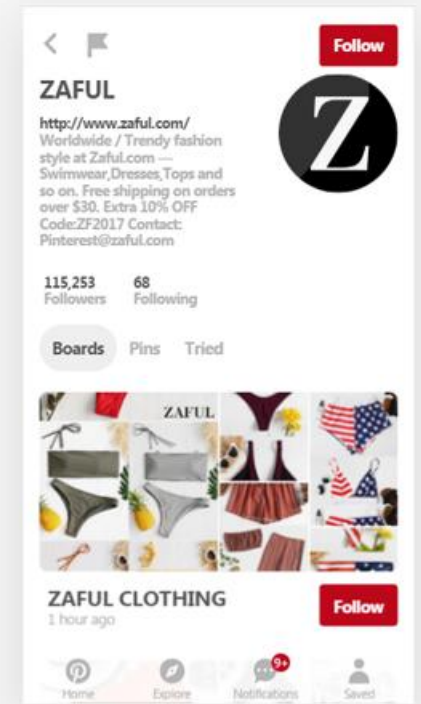
 **62^M**
Facebook Followers



 **2^M**
Instagram Followers



 **86^K**
Twitter Followers

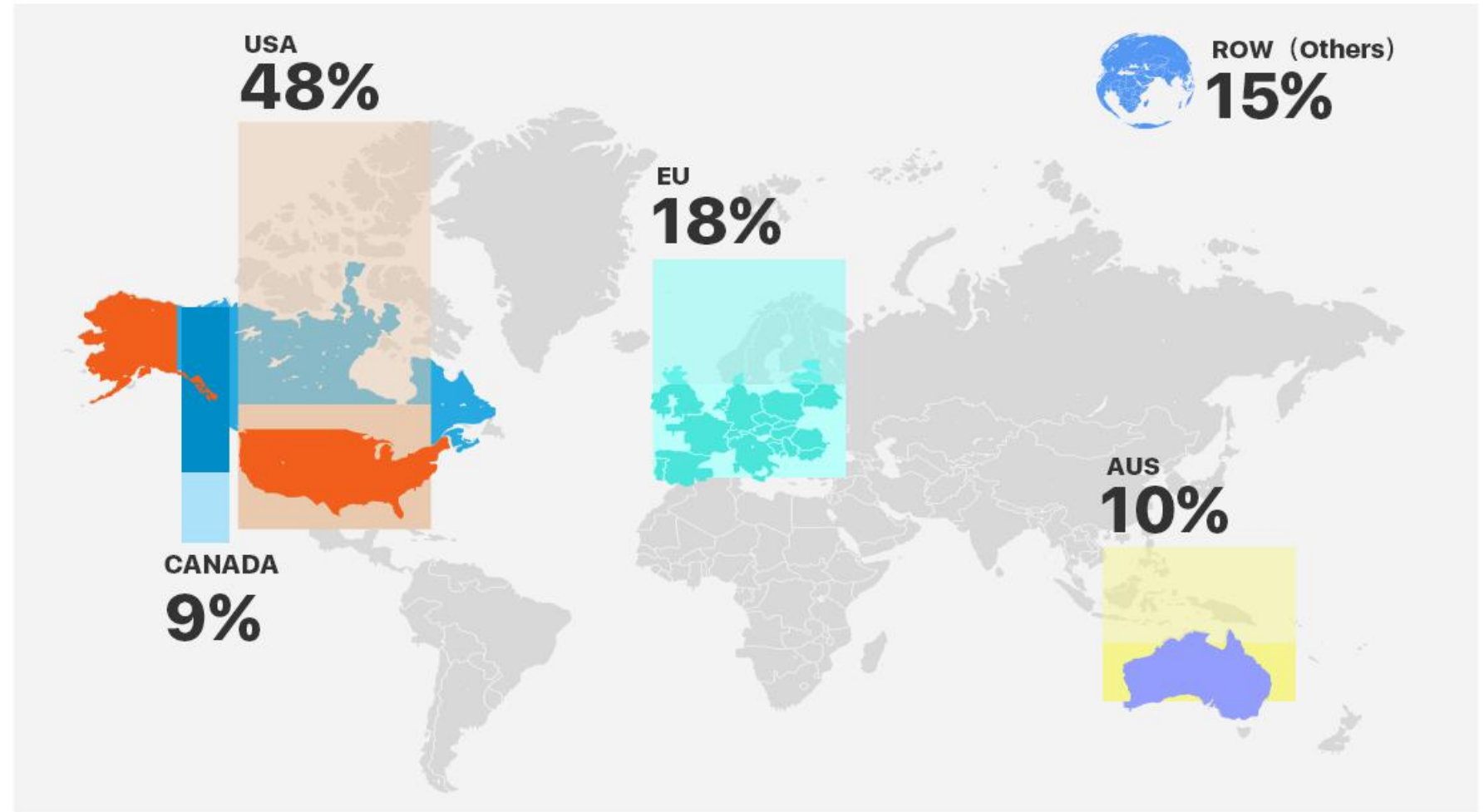


 **110^K**
Pinterest Followers

Platform Advantages

ZAFUL WEBSITE HAS USERS FROM MORE THAN 200 COUNTRIES

(CUSTOMERS MAINLY ARE FROM
THE UNITED STATES, CANADA,
AUSTRALIA, BRITAIN, FRANCE AND
OTHER COUNTRIES)

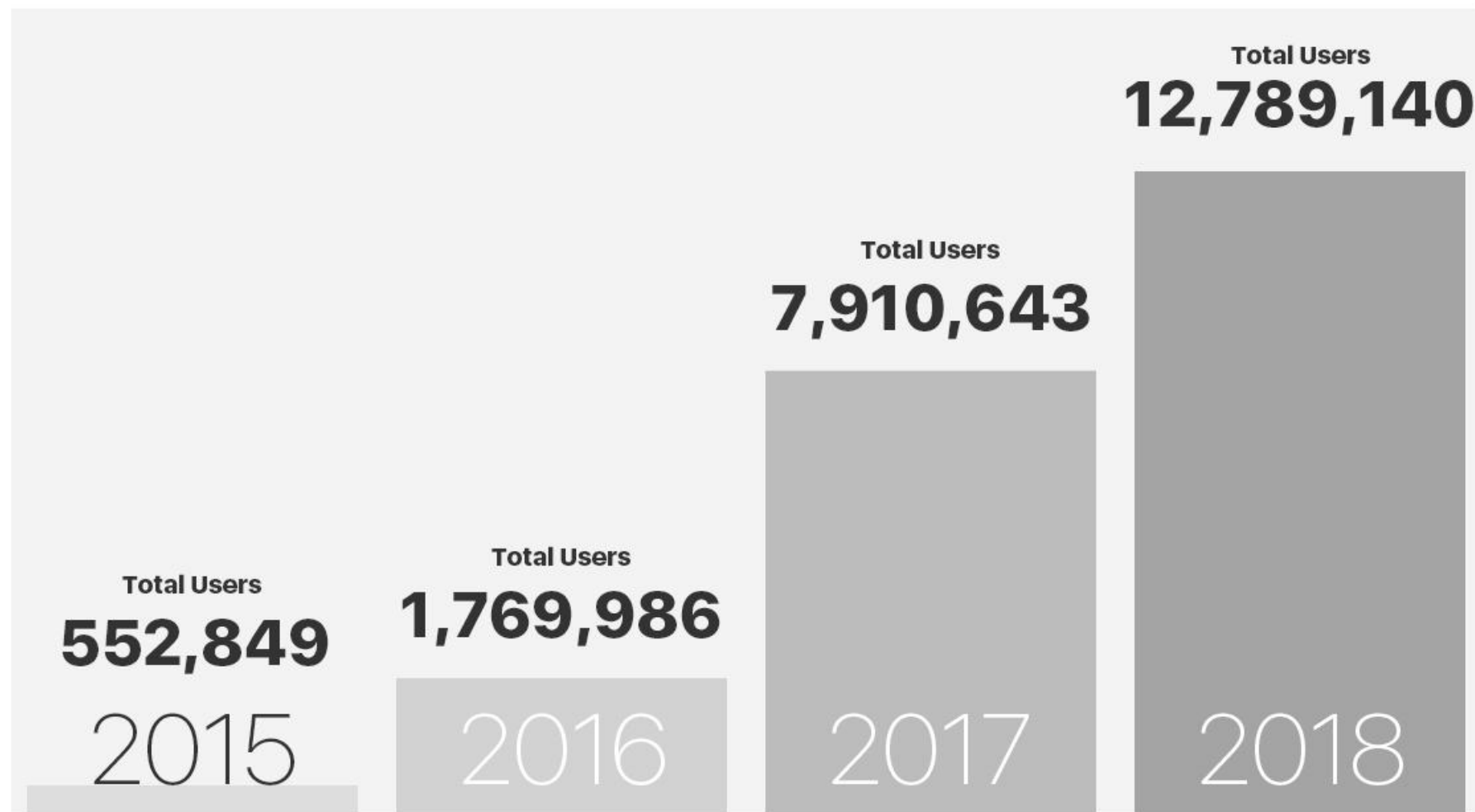


Platform Advantages

ZAFUL

10.83 million
registered users

17.79 million
monthly active
users on average.



Platform Advantages

High VFM /value for money

Fast-fashion price and high-quality experience



Variety of fashionable styles

Prioritize the preferences and fashion trend of young people. Style includes urban leisure, holiday, sports, etc.



Updates rapidly

It takes only 1-2 weeks from design to sell, and updates 50-100 SKUS daily.



Comprehensive community culture

Fashion community for young people to develop its own culture and taste.





A fashion community for young people

be the first to see a large number of fashion Lookbook, focused on providing fashion information, more fashion topics discussions, video sharing, buyer shows right at your fingertips and always keep in touch with customers.

The community was set up in December 2016.

the daily number of users

13K

contents being published

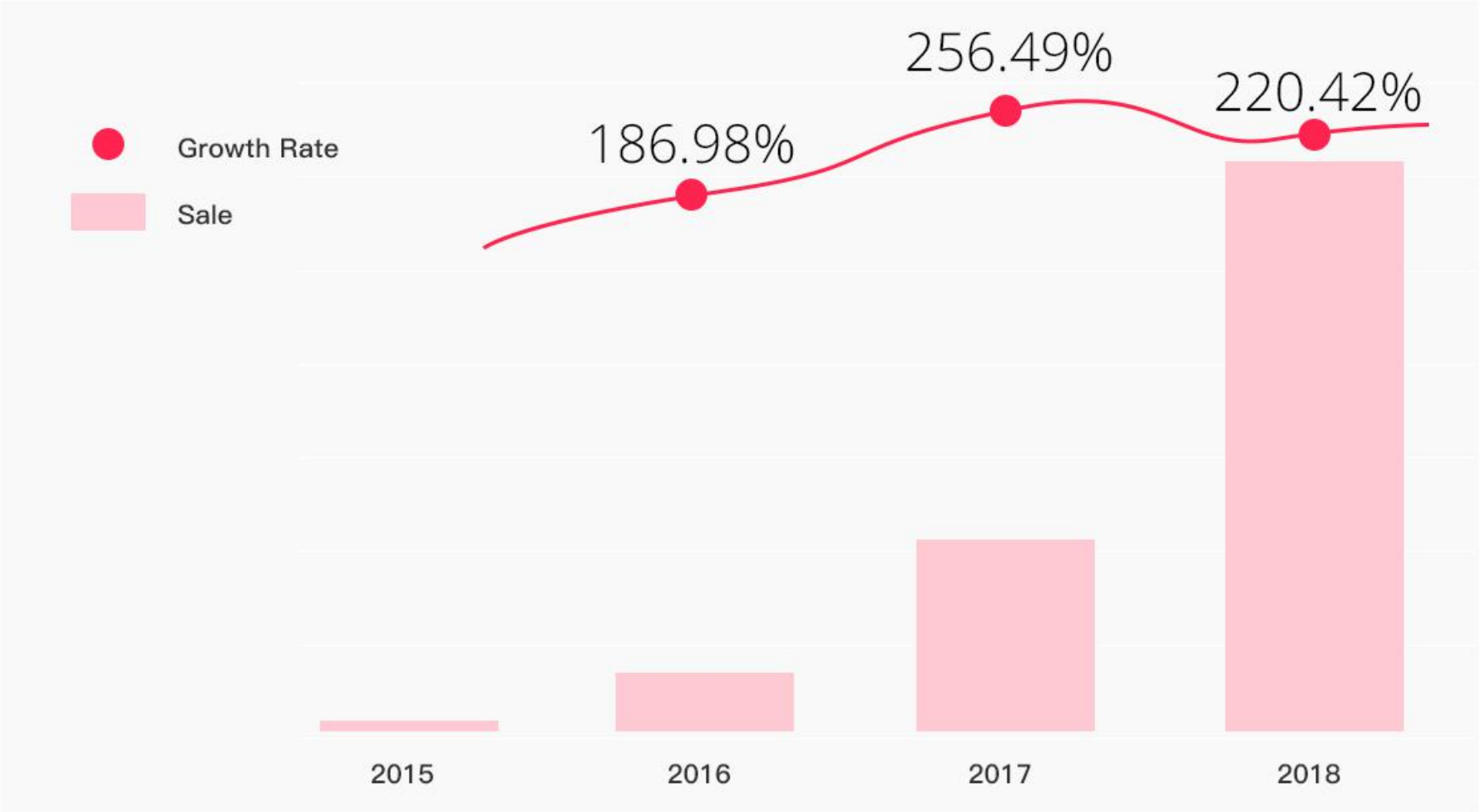
18K

the official account
has accumulated

20K
fans

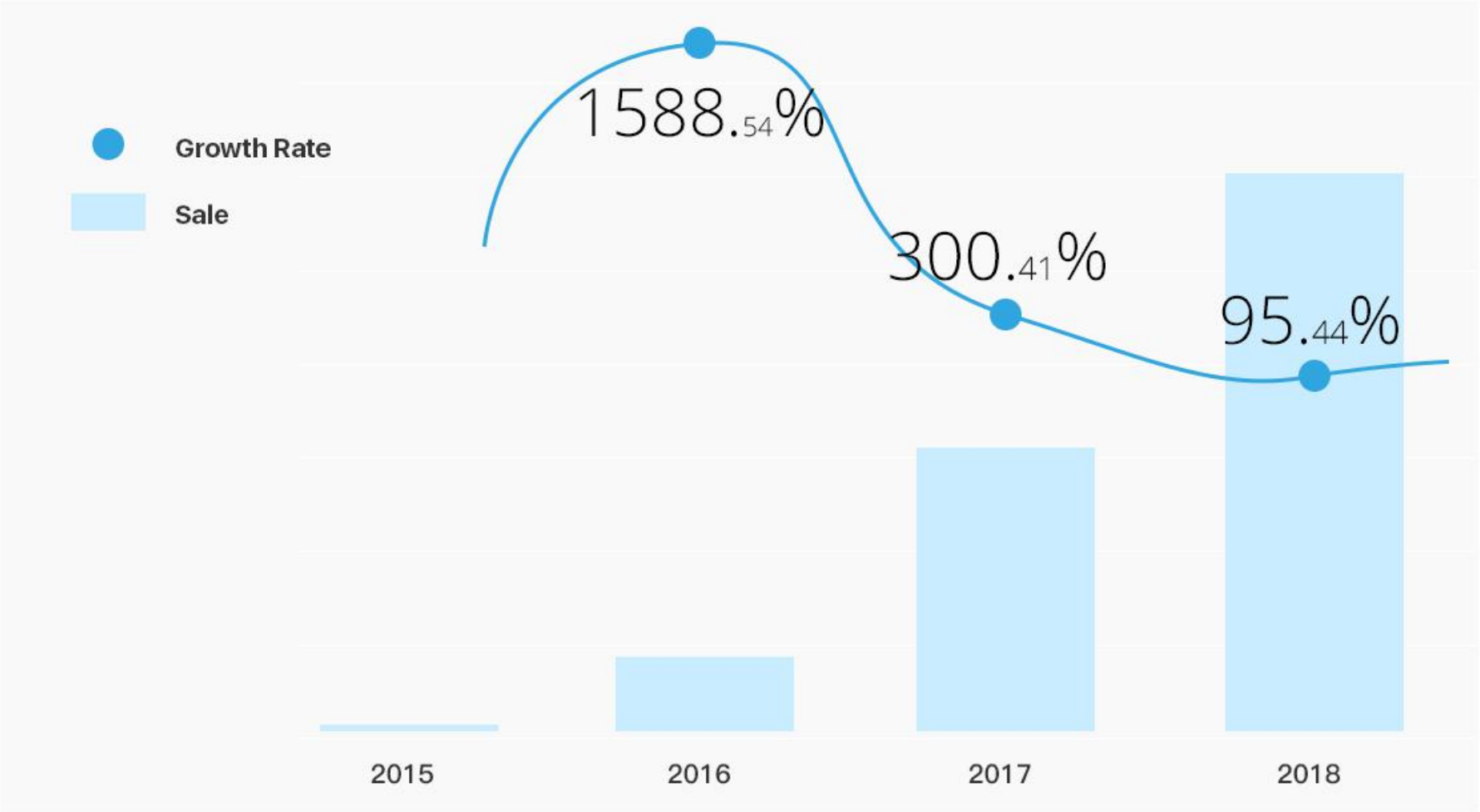
Competitive Category

Womens Clothing



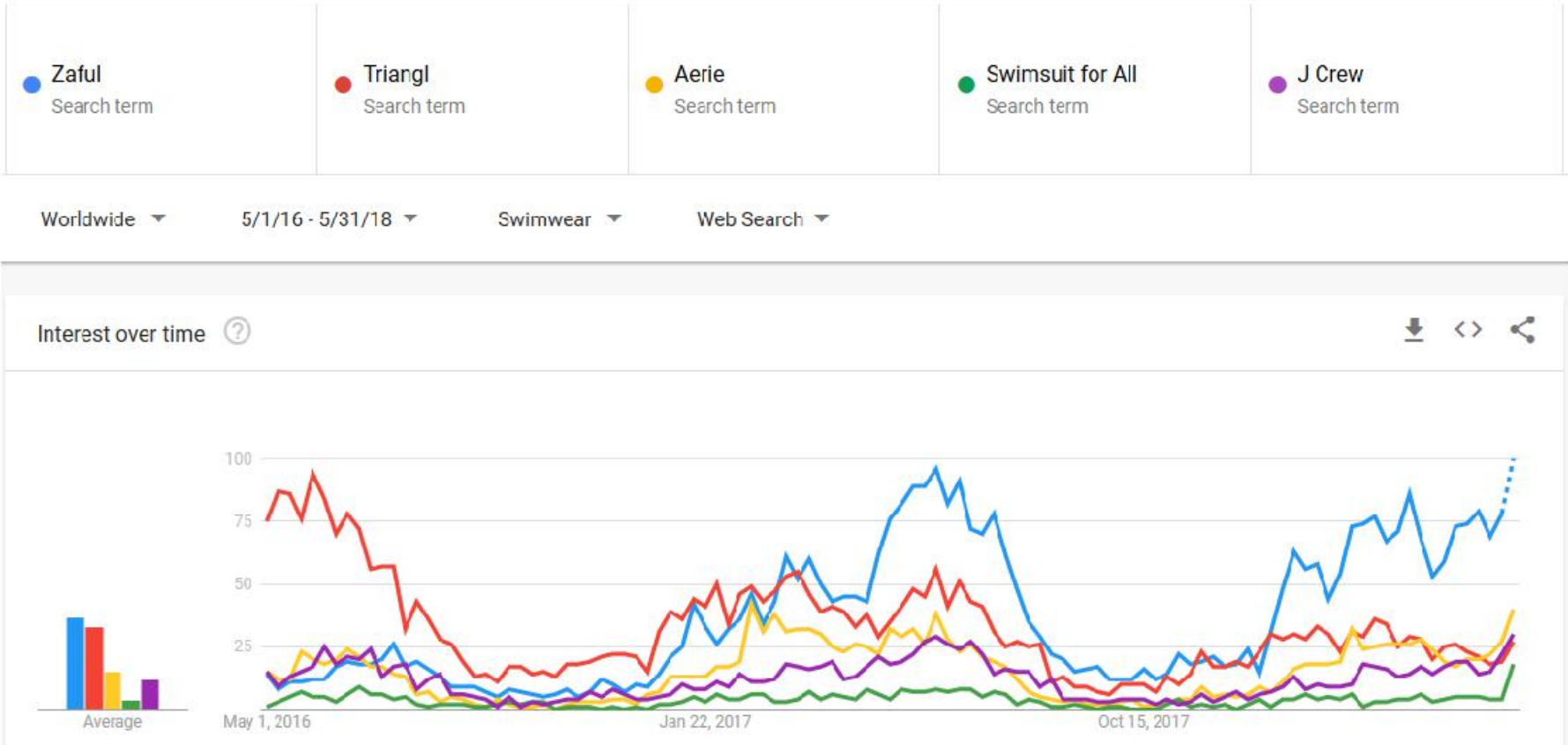
Competitive Category

Swimwear



Competitive Category

Compared with four other swimwear brands,
ZAFUL is proved to be extremely competitive in the industry and it is of great potential to rise.



(Data from Google Trends)

 ZAFUL SPORTS

Sport Category Coming Soon

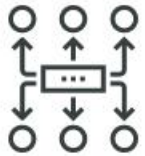
Former DECATHLON supply chain specialist
joining our team.



Objectives

ZAFUL's objective is to provide young people with the latest, most selective and cost-effective fashion products with high quality service available.

Therefore, ZAFUL will :



Continuously strengthen the supply chain, speed up new arrivals process, optimize quality, and enhance logistics experience;



Continually improve customer service quality;



Increase the mobile terminal, allowing users to purchase at any time and place;



Promote the community culture, and closely interact with the users.

OUR VISION

**is to become the leader
of fast fashion internet
brands**



