

Lazada live streams 7th Birthday concert featuring British popstar Dua Lipa & top regional artistes

Star-studded concert on March 26 in Jakarta ushers in “shoppertainment” in Southeast Asia

12 March 2019, Singapore - Southeast Asia’s e-commerce leader Lazada announced today a star-studded lineup for its inaugural “Super Party” music concert that will be live streamed on its app simultaneously across all six markets in the region, as part of the e-retailer’s 7th birthday celebrations.

Headlining the Lazada Super Party will be Grammy and Brit Awards winner and British popstar Dua Lipa, popular for her chart-topping singles like New Rules, IDGAF and One Kiss. The 23-year-old is the youngest female music artiste ever to hit a billion views on the video platform.

Also sharing the stage are Southeast Asia’s brightest stars, including multi-platinum singer and highly acclaimed Indonesian actress Agnez Mo; the Philippines’ hottest entertainers Nadine Lustre and Sam Concepcion; and winner of The Remix Contest 2015 and coach on The Voice Vietnam 2017, Dong Nhi.

The concert, which is open to Lazada’s invited guests and fans, will take place in Jakarta, Indonesia, on March 26, 8 pm (Jakarta time) at the Indonesia Convention Exhibition. Consumers in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam can also catch all the action, which will be streamed live on their Lazada app.



Through this first-of-its-kind concert experience across Southeast Asia, Lazada is blending shopping and entertainment, ushering in a new era of ‘shoppertainment’. While browsing through the app, shoppers can watch live streams and be entertained.



“We want to go beyond shopping and offer our consumers and fans, through our in-app live streaming capabilities, moments to cherish and remember. What better way to celebrate our 7th Birthday than with our fans, Dua Lipa, and the region’s most talented artistes who will be partying together at the concert and through our app,” said Mary Zhou, Chief Marketing Officer at Lazada Group.

She added: “We have always focused on introducing new experiences for our users. Backed by Alibaba’s tech expertise and infrastructure, we are extremely excited to combine our superior tech infrastructure and talent to revolutionise the way we and sellers interact with consumers via the Lazada app on an unprecedented scale.”

Also part of the stellar line-up are Indonesian-Australian model and actress Nadya Hutagalung, Miss Universe 2015 Pia Wurtzbach, Vietnamese comedian and television presenter Tran Thanh, and celebrated host Allan Wu. Not to be missed too are Southeast Asia’s rappers and pop acts Urboy TJ, Hael Husaini, Saykoji, Ismail Izzani, THELIONCITYBOY, Angger Dimas, and Dipa Barus, who will fire up the evening in a high-octane rap collaboration.

The concert is part of Lazada’s 7th birthday celebrations and culminates with the main shopping event on March 27. The one-day sale promises a new online shopping experience that includes a new selection of exciting arcade games for redeeming vouchers and attractive deals for consumers in the region. In the run-up to this sale, Lazada will also be holding its inaugural Brands Future Forum (BFF) in Singapore on the March 21. It is an annual summit which gathers top executives of local and international brands to exchange views and insights in eCommerce and retail.

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About Lazada Group

Launched in 2012, Lazada is the number-one online shopping and selling destination in Southeast Asia – present in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. With 300 million SKUs available, Lazada offers the widest range of products in categories from beauty, fashion, and consumer electronics to household goods, toys, sports equipment and groceries. The expanded grocery business also adds more than 160,000 products, ranging from high-quality fresh fruits and vegetables, frozen and chilled meats and seafood, premium specialty products, baby food and toys, and daily necessities such as toiletries, home, and pet care. Lazada Group is majority owned by Alibaba Group Holding Limited (NYSE: BABA).

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