

**Bobbi Brown Announces Lazada as eCommerce Partner of Choice in Southeast Asia**  
*Launches LazMall stores in Malaysia, Singapore and Thailand*

**Singapore, 28 May 2019** – Lazada, Southeast Asia’s leading eCommerce platform, has been named by global prestige beauty brand Bobbi Brown Cosmetics as its eCommerce partner of choice in Southeast Asia.

The relationship kicks off with the Grand Opening of Bobbi Brown Cosmetics flagship stores on LazMall in Malaysia, Thailand and Singapore on 30 May 2019. Its LazMall flagship store marks the brand’s first eCommerce foray in Malaysia, while its Singapore store will be home to the largest online inventory of products with more than double the nearest eRetail distributor.

“Having an iconic international brand like Bobbi Brown Cosmetics onboarding LazMall as its eCommerce partner of choice is a great win for Lazada and our customers. For years we have worked hard to curate an offering of leading international and local brands, particularly in the prestige beauty category, and we are excited to now bring Bobbi Brown’s world-class products to our shoppers in Southeast Asia,” said Lazada Group President Jing Yin.

Bobbi Brown Cosmetics is the fifth brand under Estee Lauder Companies to launch its eCommerce flagship presence on Lazada.

Besides reaching a younger and more digitally-savvy audience, Bobbi Brown Cosmetics will also leverage the Lazada partnership to further its mission of bringing high-touch educational experiences to make-up and skincare lovers.

Bobbi Brown’s flagship stores on LazMall will showcase tips on how to find the right foundation undertone and how to select a suitable lipstick texture and colour. Lazada’s Instant Message feature will also allow customers to ask questions and seek advice from the brand’s beauty consultants.

On Grand Opening day, the brand will tap on Lazada’s innovative in-app functions to host special local livestreaming events for customers on 30 May. This will involve prominent local beauty influencers conducting makeup tutorials featuring Bobbi Brown’s bestselling Skin Weightless Long-wear foundation and Crushed Liquid Lip products. Shoppers can look forward to ‘live’ exclusive deals and promotions they can purchase in-app during the livestream.

Shoppers in Malaysia, Singapore and Thailand will now be able to access a wide product range of Bobbi Brown Cosmetics products on LazMall including the Crushed Liquid Lip – the look of a liquid lipstick meets the comfortable feel of a balm and the plumped-up sheen of a gloss. The vibrant colours – Cherry Crush, Lychee Baby and Juicy Date are playfully named after fruits, whilst also containing superfruit extracts to guarantee nourishing moisture. Fans of Bobbi Brown Cosmetics can also look forward to exciting deals and exclusive products during the Grand Opening celebrations including midnight flash sales.

#### **Livestreaming Events**

All three launch countries will roll out special livestreaming events featuring local beauty influencers conducting make-up tutorials with Bobbi Brown’s bestselling Skin Weightless Long-wear foundation and Crushed Liquid Lip. Viewers will also be able to snap up the adorable Mini Deluxe Crushed Lipstick with any purchase they make during the livestreaming.

#### **Special Promotions**

Customers can also look forward to exclusive local offers that will go live at midnight. As for the beauty lovers who wait for the clock to strike midnight, Bobbi Brown will pamper them with a complimentary in-store brow-shaping service, which they will receive with any purchase made from midnight to 2am.

## **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. Focused on delivering an excellent customer experience, it offers comprehensive customer care and hassle-free returns through its own first and last mile delivery arm supported by approximately 100 logistics partners. Lazada Group is majority owned by Alibaba Group Holding Limited (NYSE: BABA).

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## **About Bobbi Brown**

Beauty begins with you. When the brand was founded in 1991, this was our vision—and we champion it today. We make products that enhance, not hide, your true beauty, from undertone-correct foundation shades to a true-beauty-enhancing range of eye, cheek and lip makeup—plus skincare that delivers a natural, fresh complexion.

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