



Product Catalog Update

April 2026

ZALORA



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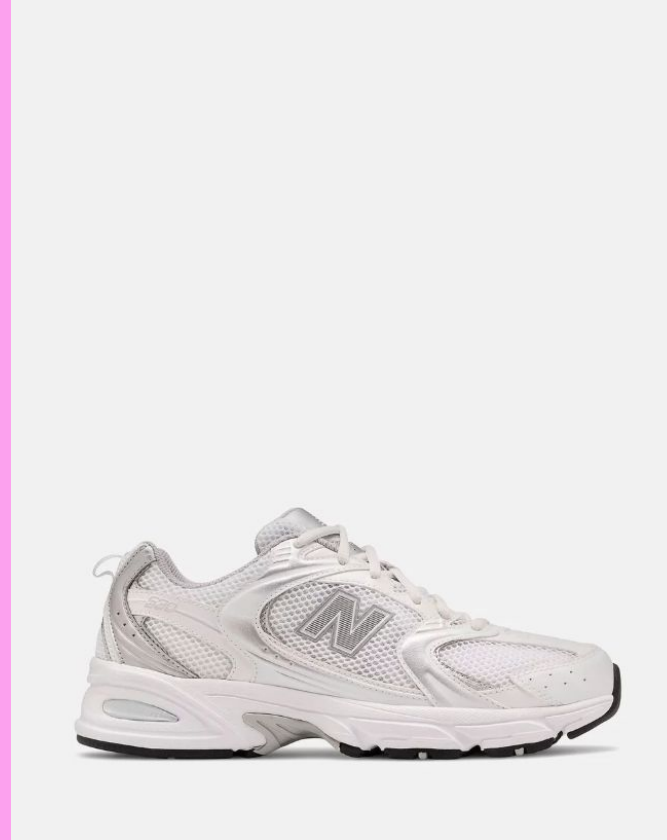
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Background *transition:* **White** **to soft grey**

We are transitioning all product catalog backgrounds from pure white to a modern soft grey (RGB 238-243 range). This shift is designed to modernize our catalog aesthetics and improve the definition between your products and the digital canvas.



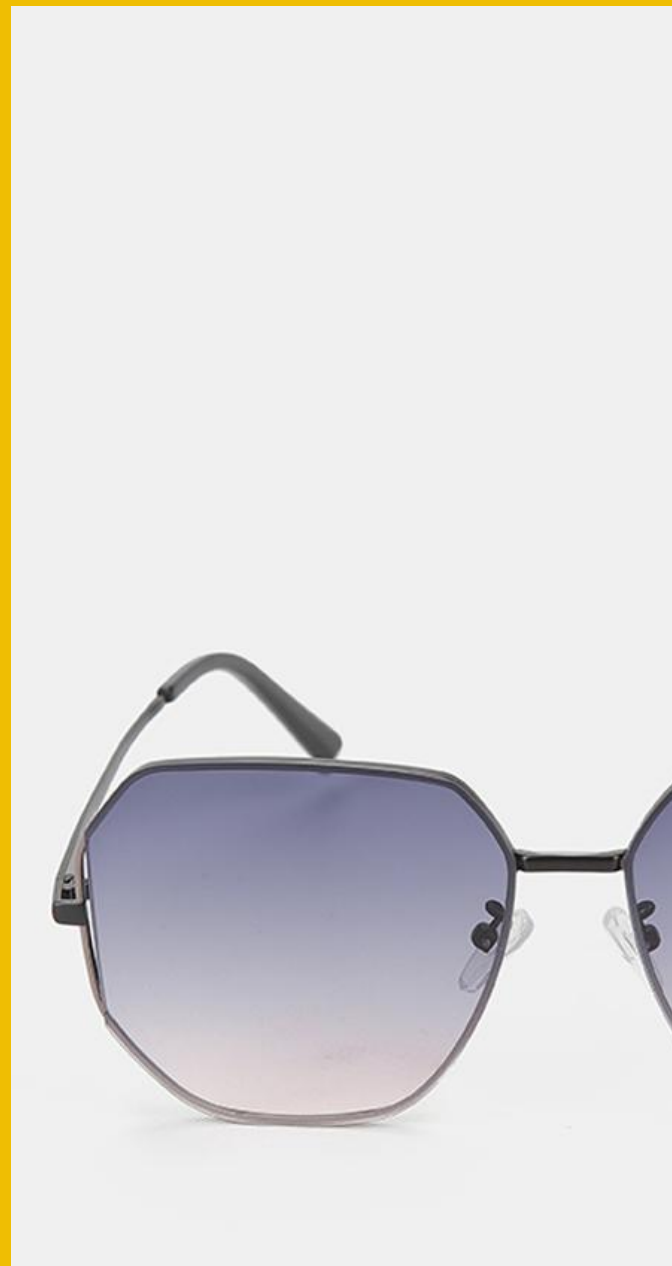
Why we are **evolving**

ELEVATE BRAND PERCEPTION: Shift from commodity white to a premium, editorial neutral.

IMPROVE PRODUCT DEFINITION: Eliminating color bleed, which is particularly beneficial for light-colored products.

ENHANCE USER EXPERIENCE: Reducing screen glare and visual fatigue for customers during long browsing sessions.

This update will be consistent across all product categories.



The *new* visual



The *new* visual

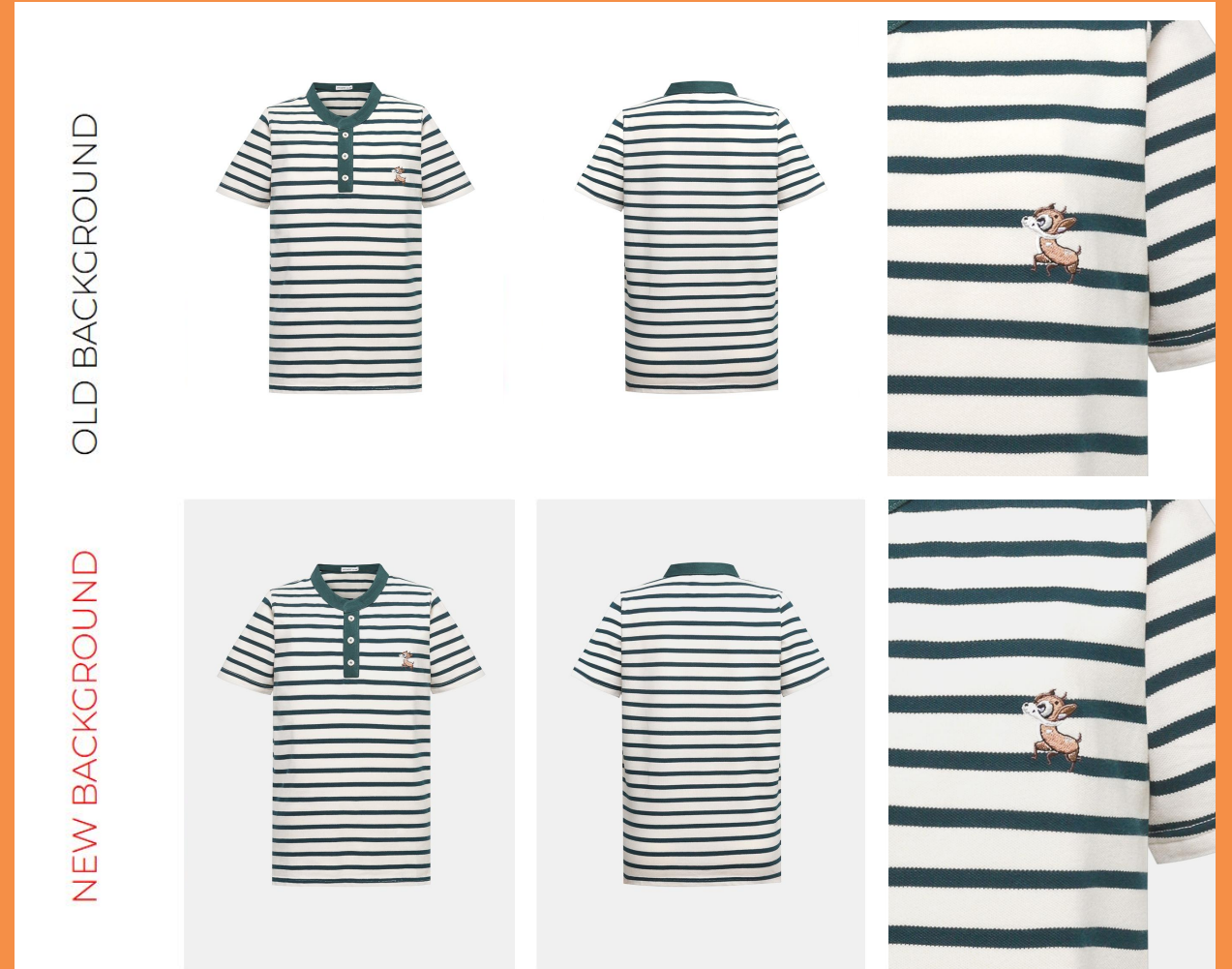
OLD BACKGROUND



NEW BACKGROUND



The *new* visual



A person and a dog are walking on a pink luggage conveyor belt. The person is wearing dark patterned pants and white sneakers. The dog is wearing a red and black patterned shirt, black shorts, white socks with red stripes, and white sneakers with red stripes. The background is a solid blue color. The text is overlaid on a yellow background.

A subtle change for a
more *premium* shopping
experience.