



Wish Signs Satirical YouTubers Zac Alsop and Grandpa Ray to Front its Fashion Category

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SAN FRANCISCO, March 14, 2024 (GLOBE NEWSWIRE) -- ContextLogic Inc. (d/b/a [Wish](#)) (NASDAQ: WISH), one of the world's largest mobile ecommerce platforms, today announced it has signed satirical YouTubers Zac Alsop and Grandpa Ray to be the face of its fashion category in a campaign that will run from March through to May 2024.

The deal has been secured one year on from the serial pranksters faking their way to the top of 2023's [London Fashion Week](#) by dressing 'Grandpa Ray' in a range of outfits styled from everyday household items - including slippers, googly eyes, inflatables, mini umbrellas - all bought exclusively from Wish. The prank, which was the brainchild of YouTuber [Zac Alsop](#), led to the tongue-in-cheek Wish looks being featured in high-end fashion magazines and across London Fashion Week's social media pages.

This year, the duo are back and have been tasked with creating a ream of fresh content that pokes fun at the luxury fashion industry in a lighthearted, comical way. Armed with knee pads, inflatable jackets, washing up gloves, skipping ropes and tennis balls, Zac and Grandpa Ray have created a whole new set of looks designed to give the big fashion houses a run for their money.

The three month campaign will run across Wish's Instagram, Facebook and TikTok channels, and will be supported in-app through Grandpa Ray's curated collection of goodies - [Ray's Picks](#) - which is live on Wish now. Use the promo code ZACALSOP5 to get an additional 5% off until May 31st, 2024.

"Luxury fashion memes have long provided comic relief for an industry that often takes itself far too seriously," said Jackie Gulliver, VP of Marketing at Wish. "Zac Alsop and Grandpa Ray are masters of satirical content and they're also fans of Wish, so a tie-up was a natural next step."

"Wish is all about bringing fun and entertainment to the shopping experience, so we're excited to be working with content creators who are pushing creative boundaries to entertain."

For more information about Wish, visit www.wish.com.

About Wish

Founded in 2010 and headquartered in San Francisco, Wish is one of the largest global ecommerce platforms, connecting millions of value-conscious consumers in over 60 countries to thousands of merchants around the world. Wish combines technology and data science capabilities and an innovative discovery-based mobile shopping experience to create a highly-visual, entertaining, and personalized shopping experience for its users. For more information about the company or to download the Wish mobile app, visit [Wish mobile app](#), visit www.wish.com or follow @Wish on [Facebook](#), [Instagram](#) and [TikTok](#) or @WishShopping on [Twitter](#) and [YouTube](#).

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Forward-Looking Statements

This news release contains forward-looking statements within the meaning of the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995. All statements other than statements of historical fact could be deemed forward-looking, including, but not limited to, statements regarding Wish's outlook; priorities; strategic direction; promotional partnerships with YouTube influencers, including Zac Alsop, and the impact and effectiveness of related campaigns, including the availability of Ray's Picks; business operations; quotes by Zac Alsop and other YouTube influencers; quotes by management; and growth initiatives. In some cases, forward-looking statements can be identified by terms such as "anticipates," "believes," "could," "estimates," "expects," "foresees," "forecasts," "guidance," "intends" "goals," "may," "might," "outlook," "plans," "potential," "predicts," "projects," "seeks," "should," "targets," "will," "would" or similar expressions and the negatives of those terms. These forward-looking statements are subject to risks, uncertainties, and assumptions. If the risks materialize or assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. Further information on these and additional risks that could affect Wish's results is included in its filings with the Securities and Exchange Commission ("SEC"), including its most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q, and future reports that Wish may file with the SEC from time to time, which could cause actual results to vary from expectations. Any forward-looking statement made by Wish in this news release speaks only as of the day on which Wish makes it. Wish assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release.

Zac Alsop + Grandpa Ray Still

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/3ce45aad-4947-40dc-86b6-d786f3c4dea1>

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