

The image features the ZARA brand name in a bold, black, serif typeface, centered horizontally. The background is a light beige, textured surface resembling aged paper. On the left side, there are several black ink splatters and dots of varying sizes, creating a dynamic, artistic effect. The overall composition is minimalist and elegant, characteristic of the ZARA brand identity.

ZARA

Zara España, S.A.

ZARA

Type	Sociedad Anónima
Industry	Retail
Founded	A Coruña, Galicia, Spain (1975)
Founder(s)	Amancio Ortega Rosalía Mera
Headquarters	Arteixo, Spain
Area served	Worldwide
Key people	Carlos Mato López (Director General)
Products	Clothing
Revenue	▲ €7.071 billion (2009)
Parent	Inditex
Website	zara.com 

OFFER

- As of 2007 Zara stores have men's clothing and women's clothing, each of these subdivided in Lower Garment, Upper Garment, Shoes, Cosmetics and Complements, as well as children's clothing (Zara Kids).
- Currently their sizing on women's clothing goes to a US size 12 or a UK size 14 or extra large

WOMAN COLLECTION

- Coats
- Blazers
- Dresses
- Skirts
- Trousers
- Jeans
- Knitwear
- Shirts
- T-shirts
- Shoes
- Handbags
- Accessories
- Studio

MAN COLLECTION

- Coat and Trench Coats
- Jackets and Parkas
- Blazers
- Suits
- Knitwear
- Shirts
- T-shirts
- Trousers
- Jeans
- Basics
- Shoes
- Bags
- Accessories
- Homewear

GIRL (2-14 YEARS)

- Coats and Jackets
- Dresses
- Skirts
- Jeans
- Trousers
- Cardigans and sweaters
- Shirt
- T-shirts
- Jogging
- Shoes
- Handbags
- Accessories
- Underwear

BOY (2-14 YEARS)

- Coats and Jackets
- Sweatshirts
- Jeans
- Trousers
- Cardigans and sweaters
- Shirt
- T-shirts
- Polo shirts
- Jogging
- Shoes
- Handbags
- Accessories
- Underwear

OFFER

BABY GIRL (3-36 MONTHS)

- Coats and Jackets
- Dresses
- Jeans
- Trousers
- Skirts and Bermudas
- Shirt
- Cardigans and sweaters
- T-shirts
- Jogging
- Shoes
- Accessories
- Underwear

BABY BOY (3-36 MONTHS)

- Coats and Jackets
- Jeans
- Trousers
- Cardigans and sweaters
- Shirt
- T-shirts
- Jogging
- Shoes
- Accessories
- Underwear



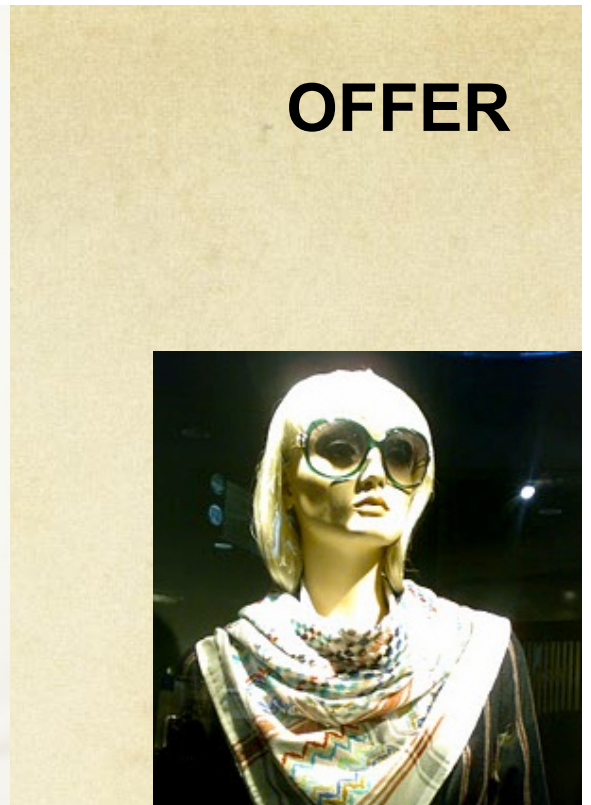
OFFER





OFFER





ZARA



lil'miss

OFFER



mydailystyle.es



mydailystyle.es

OFFER



TARGET



TARGET

ZARA



WOMEN



MEN



THE YOUNG



KIDS



CONCRETE VALUES

- Zara is a vertically integrated retailer. Zara controls most of the steps on the supply-chain, designing, manufacturing, and distributing its products.^[6] Zara set up its own factory in La Coruña (a city known for its textile industry) in 1980, and upgraded to reverse milk-run-type production and distribution facilities in 1990. This approach, designed by Toyota Motor Corp., was called the just-in-time (JIT) system. It enabled the company to establish a business model that allows self-containment throughout the stages of materials, manufacture, product completion and distribution to stores worldwide within just a few days.
- Regarding the design strategy, an article in *Businessworld* magazine^[8] describes it as follows: "Zara was a fashion imitator. It focused its attention on understanding the fashion items that its customers wanted and then delivering them, rather than on promoting predicted season's trends via fashion shows and similar channels of influence, which the fashion industry traditionally used.
- 50% of the products Zara sells are manufactured in Spain, 26% in the rest of Europe, and 24% in Asian and African countries and the rest of the world.^[9] So while some competitors outsource all production to Asia, Zara makes its most fashionable items—half of all its merchandise—at a dozen company-owned factories in Spain and *Portugal*, particularly in *Galicia* and northern Portugal where labour is somewhat cheaper than in most of Western Europe. Clothes with a longer shelf life, such as basic T-shirts, are outsourced to low-cost suppliers, mainly in Asia and *Turkey*.

CONCRETE VALUES

- It produces about 11,000 distinct items annually compared with 2,000 to 4,000 items for its key competitors. The company can design a new product and have finished goods in its stores in four to five weeks; it can modify existing items in as little as two weeks.

CONCEPTUAL & EMOTIONAL VALUES



CONCEPTUAL & EMOTIONAL VALUES



CONCEPTUAL & EMOTIONAL VALUES

ZARA

+



LOG IN SHOPPING GUIDE

SHOPPING BAG (0)



CONCEPTUAL & EMOTIONAL VALUES



CONCEPTUAL & EMOTIONAL VALUES



CONCEPTUAL & EMOTIONAL VALUES



CONCEPTUAL & EMOTIONAL VALUES



CONCEPTUAL & EMOTIONAL VALUES



ZARA

CONCEPTUAL & EMOTIONAL VALUES

<http://www.zara.com/webapp/wcs/stores/servlet/category/it/en/zara-W2011/144001/FW11FILMS>

<http://www.zara.com/webapp/wcs/stores/servlet/category/it/en/zara-W2011/119520/SYDNEY%2BOPENING>



<http://www.designscene.net/search/label/Zara>

CONCEPTUAL & EMOTIONAL VALUES

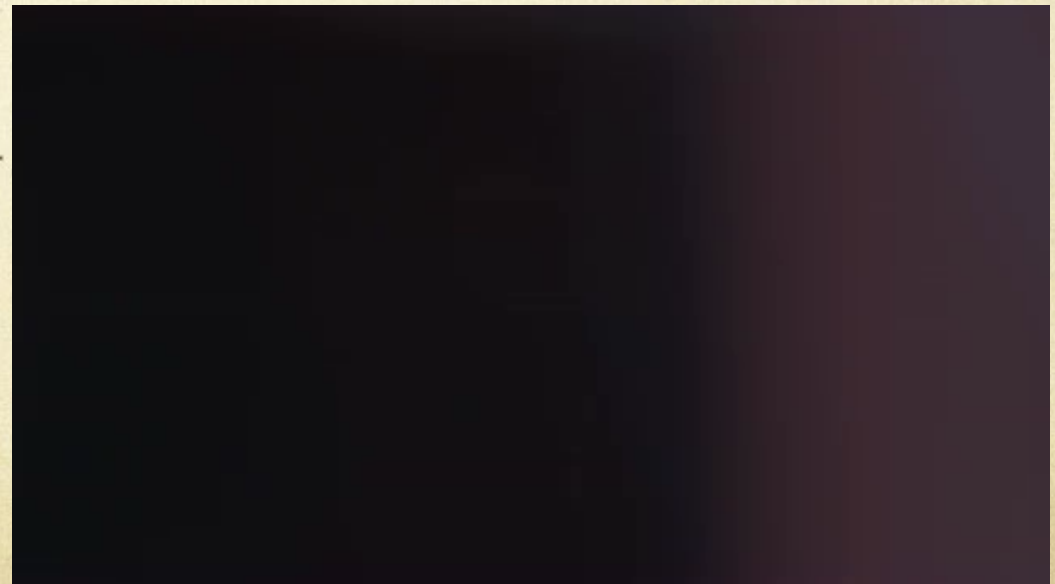


ZARA "The mood Advertising Campaign Fall Winter 2011 2012 "

CONCEPTUAL & EMOTIONAL VALUES

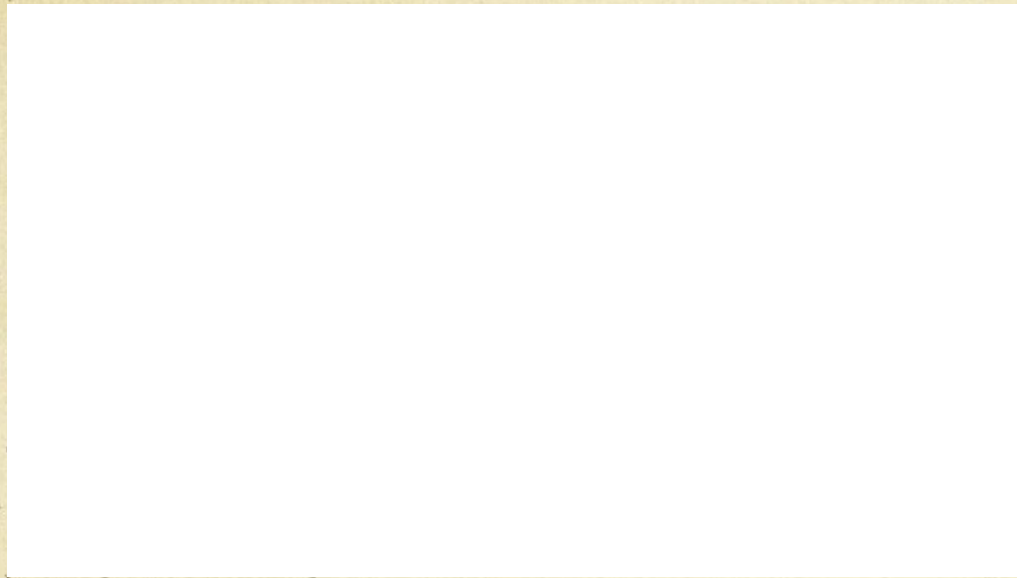


ZARA · Fall - Winter 2011 - Woman

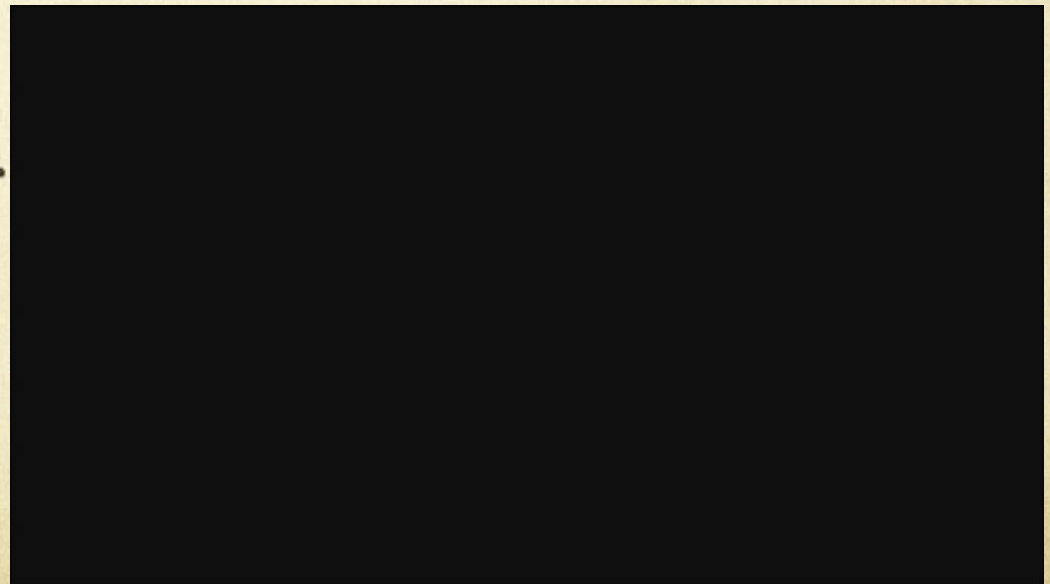


ZARA · Fall - Winter 2011 – Man

CONCEPTUAL & EMOTIONAL VALUES



ZARA · Fall - Winter 2011 - TRF
- Young



ZARA · Fall - Winter 2011 - Kids

DISTRIBUTION



- Zara official website
- Brand Outlets / Showrooms
- Online Portals
eg: www.yoox.com

-

DISTRIBUTION

Stores

The number of Zara stores in each country:^[24]

Africa:

-  Egypt 4 stores
-  Morocco 4 stores
-  Tunisia 2 stores
-  Algeria 1 store

Asia:

-  China 77 stores
-  Japan 68 stores
-  South Korea 30 stores
-  Turkey 29 stores
-  Saudi Arabia 24 stores
-  Israel 19 stores
-  Indonesia 10 stores
-  United Arab Emirates 9 stores
-  Hong Kong 8 stores
-  Singapore 7 stores
-  Malaysia 6 stores
-  Philippines 6 stores
-  India 5 stores
-  Kuwait 5 stores
-  Lebanon 5 stores
-  Thailand 5 stores
-  Bahrain 2 stores
-  Jordan 2 stores
-  Kazakhstan 2 stores
-  Qatar 2 stores
-  Syria 2 stores
-  Azerbaijan 1 store
-  Oman 1 store

Europe:

-  Spain 335 stores
-  France 115 stores
-  Italy 87 stores
-  United Kingdom 65 stores^[25]
-  Germany 64 stores
-  Portugal 61 stores
-  Russia 51 stores
-  Greece 48 stores
-  Poland 33 stores
-  Belgium 27 stores
-  Netherlands 18 stores
-  Romania 13 stores
-  Austria 12 stores
-  Switzerland 10 stores
-  Ireland 9 stores
-  Sweden 8 stores
-  Croatia 8 stores
-  Ukraine 7 stores
-  Czech Republic 6 stores
-  Hungary 6 stores
-  Bulgaria 5 stores
-  Cyprus 5 stores
-  Slovenia 5 stores
-  Finland 4 stores
-  Latvia 4 stores
-  Lithuania 4 stores
-  Serbia 4 stores
-  Norway 3 stores
-  Denmark 2 stores
-  Estonia 2 stores
-  Iceland 2 stores
-  Luxembourg 2 stores
-  Slovakia 2 stores
-  Andorra 1 store
-  Malta 1 store
-  Monaco 1 store
-  Montenegro 1 store

North America:

-  Mexico 51 stores
-  United States 48 stores
-  Canada 19 stores
-  Costa Rica 2 stores
-  Dominican Republic 2 stores
-  El Salvador 2 stores
-  Guatemala stores
-  Honduras 2 stores
-  Panama 2 stores
-  Puerto Rico 1 store

Oceania:

-  Australia 3 stores

South America:

-  Brazil 31 stores
-  Colombia 10 stores
-  Argentina 9 stores
-  Venezuela 9 stores
-  Chile 7 stores
-  Uruguay 2 stores

PRICES

WOMEN

○ MOHAIR CARDIGAN 25.99 USD, MOHAIR JERSEY 25.99 USD

○ CABLE STITCH KIMONO JACKET 25.99 USD

○ JERSEY WITH ELBOW PATCHES 19.99 USD, TUXEDO COLLARED BLAZER 19.99 USD

○ TURTLE NECK SWEATER WITH ELBOW PATCHES 19.99 USD

○ T-SHIRT WITH SYMBOLS 7.99 USD , TEXT T-SHIRT 7.99 USD, V-NECK T-SHIRT 7.99 USD

○ FLAT FABRIC ANKLE BOOT 49.99 USD, HIGH HEEL LACE-UP BOOT 49.99 USD

MEN

○ COTTON DOUBLE BREASTED JACKET 129.00 USD

○ ERGONOMIC WOOLLEN TROUSERS 79.90 USD, PLEATED CHINO TROUSERS 79.90 USD

○ EDGED BRUSHED BLUCHER 79.90 USD, ANKLE BOOT WITH ZIP 129.00 USD

○ MOUNTAIN MOCCASIN 99.90 USD, MOUNTAIN BOOT 129.00 USD, VINTAGE BLUCHER 129.00 USD

○ SLUB KNIT T-SHIRT 29.90 USD, JACKET WITH POCKETS AND EPAULETTES 159.00 USD

○ BLAZER WITH LAPELS 159.00 USD, LIGHTWEIGHT HOODED SWEATSHIRT 39.90 USD

○ SHIRT COLLAR KAFTAN 59.90 USD, SWEATER WITH FELT SHOULDER PADS 59.90 USD

PRICES

- PRINTED FOULARD 35.90 USD, LEATHER HANDLE SHOPPER 79.90 USD
- TROUSERS WITH ELASTIC TAED HEM 79.90 USD, PLAIN TROUSERS WITH STRAPS 79.90 USD
- MILITARY SWEATER WITH EPAULETTES 69.90 USD, FANTASY STRIPE SWEATER 59.90 USD
- BROWN BELT WITH BUCKLE 39.90 USD, PRINTED FOULARD 39.90 USD
- BOAT NECK T-SHIRT 25.90 USD, JACKET WITH WOODEN BUTTONS 79.90 US

KIDS

- QUILTED FLEECE COAT 39.90 USD, LONG PUFFER JACKET 69.90 USD
- CABLE STITCH KNITTED COAT WITH FUR HOOD 45.90 USD, SHORT FUR COAT 55.90 USD
- DOUBLE-BREASTED COAT 55.90 USD, NYLON RAINCOAT 29.90 USD
- FLEECE WAISTCOAT 35.90 USD, FRAYED HEM PINAFORE DRESS 39.90 USD
- CHEVIOT DRESS WITH SHIMMER 39.90 USD, DRESS WITH TULLE FRILLS 29.90 USD
- PONTE DI ROMA KNIT DRESS WITH APPLIQUÉS 29.90 USD, JACQUARD DRESS 39.90 USD
- HERRINGBONE BLAZER 55.90 USD, WOOLLEN DUFFLE COAT 69.90 USD
- HOODED BASE BALL JACKET 39.90 USD, 'ORIGINAL 81' PRINT SWEATER 25.90 USD





FINISH