

## 4. Conclusion

**With a strong highstreet presence, instantly recognisable brand DNA and global appeal, the addition of a petites collection for Zara may help maintain and preserve the brands current leading market position, as well as satisfy struggling petite shoppers.**

*“With less than a third of women finding it easy to buy clothes that fit, it can evidently be a struggle for most women to get the correct size, cut and style for their highly variable body shapes. If retailers made shopping for clothing more straightforward by standardising their clothing sizes or, at the very least, displaying size guides in-store to help the selection process, it would promote higher levels of expenditure.” - Mintel Report, Fashion - Size Matters - UK - July 2011.*

From Focus Group findings, (for full focus group summary, please see appendice 3) four main points can be established;

A - There are not currently enough petite ranges on offer on the British Highstreet targeted at younger consumers. Both participants agreed that there is a demand and gap for petite ranges that are trend-led, fashionable and reasonably priced.

B - Both participants agreed that they feel ‘limited’ with where they can shop, which means retail brands not catering for this market are losing out on an opportunity and therefore sales.

C - The main issue encountered by petite shoppers is the length of trousers, the length of the crotch area and the top half of trousers being too big.

D - Store sizing can confuse the petite shopper. Both participants agreed that ‘more exact’ or tailored sizing such as the measurements of the length and waist of trousers/jeans would help in the selection process and finding the best fit e.g. ‘W27 L30’ rather than ‘Size 6, Short length’.

Additionally, referring back to the pie chart discussed in the introduction, the majority of respondents (27%) of the questionnaire would most like to see a petites range launched in Zara.

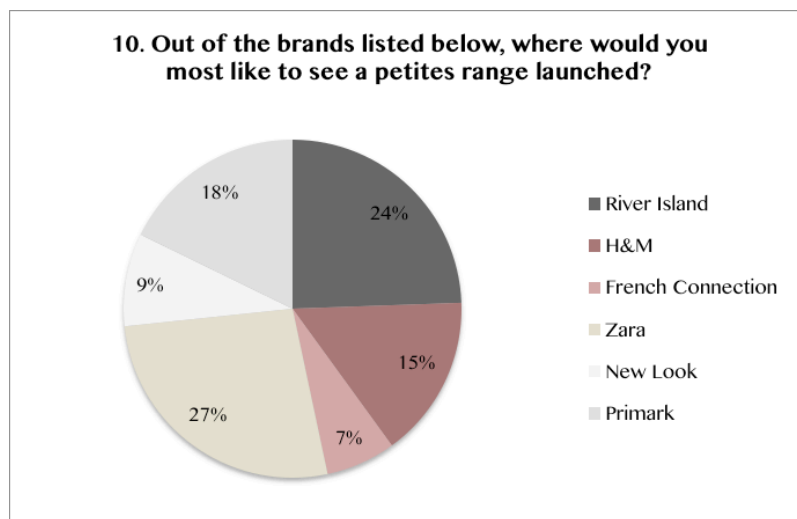


Figure 29: Pie Chart. See appendix 2 for full questionnaire results.

**Conclusively, Zara may perhaps be performing well as one of the worlds leading retail brands, but in the UK, 6.6 million women who are classified as petite may disagree. With Topshop practically dominating the young petite market, it is advisable for a brand such as Zara to adapt it’s sizing and produce a range in order to effectively compete for these consumers. Zara’s product offerings are current and appeal to many. Their young consumer profile of 18-35 year olds is a huge opportunity to fill the demand and gap on the British Highstreet for more trend-led, young ranges for petites.**