

ZARA

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Background information:

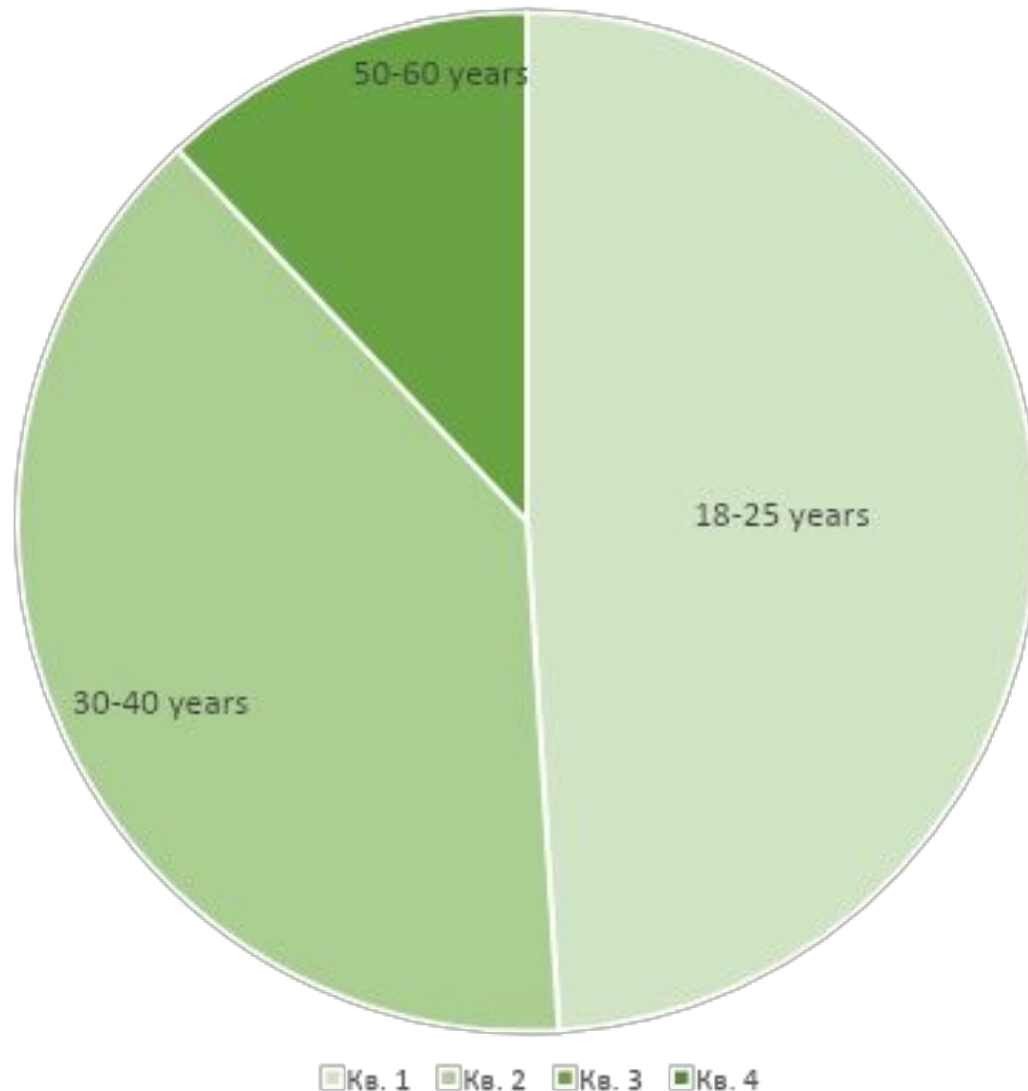
Zara's founder, Amancio Ortega, opened the first Zara store in 1975.

The first store was on the central street in La Coruña. In the first store models-doppelgangers of famous fashionable houses were presented at low prices. The success of Zara in Spain brought Inditex to the international market in the late 1980s.

By early 2000, the company had opened only six stores in the United States, and opened stores in Germany, the Netherlands and Eastern Europe, including Poland and Ukraine.

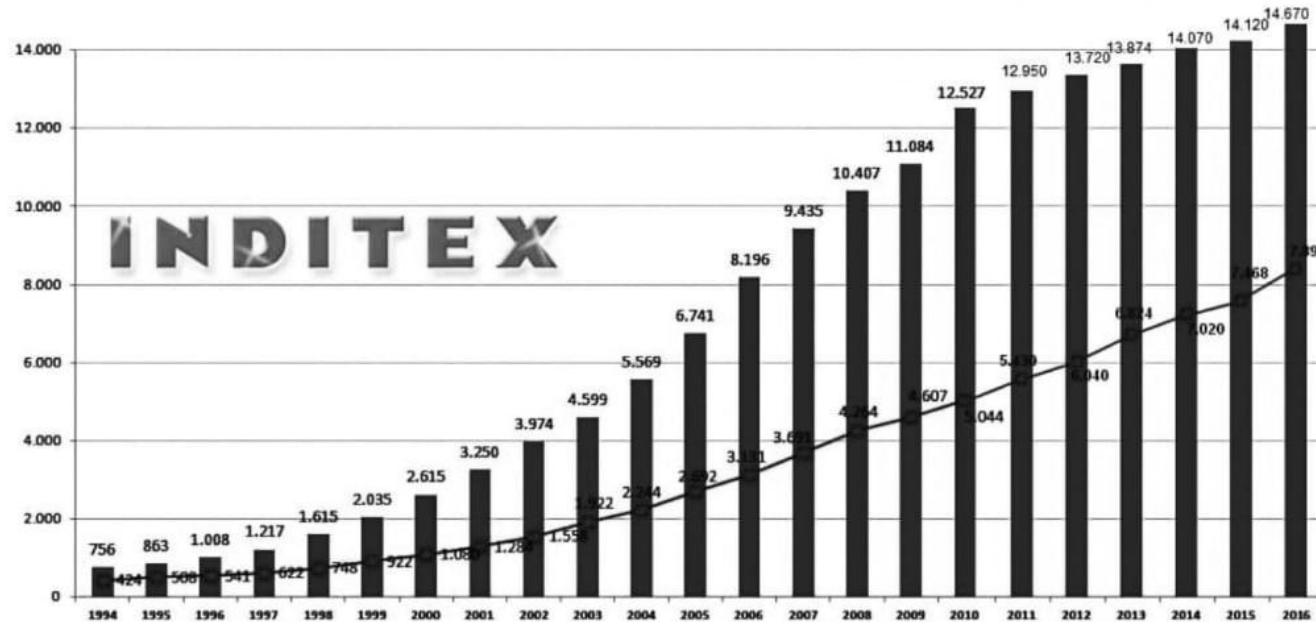


Zara has always been a brand aimed at young people.
The main group of buyers was the 18-25 age group.



In recent years, however, demand in this age group has fallen sharply - buyers have become concerned with the environmental dimension of their favourite brand.

Mass production, lack of biodegradable packages and the abandonment of recycled materials have alienated a large number of customers from the brand.





The second largest category of buyers is the 30-40 age group. The abandonment of the brand was due to the mass production - things are not unique, and it is often possible to meet a person in the same clothes you're wearing.

Solutions

- Reduction of turnover and mass production in favour of piece items of smaller circulation.
- Attracting young designers to develop new designs for future unique collections and increase interest of the main age group.
- Waste-free production - use of recycled plastic fabrics, and in the next 5 years, a complete transition to environmentally friendly materials - cotton, linen, polyester fibers.





Conclusion

Zara is one of the most popular and leading retailers that produces things for home, perfume, cosmetics, current and basic clothing for all ages.

