

# ZARA



# HISTORY OF ZARA

- ZARA IS A SPANISH CLOTHING AND ACCESSORIES RETAILER BASED IN ARTEIXO, GALICIA.
- FOUNDED IN 1975 BY AMANCIO ORTEGA AND ROSALÍA MERA.
- IN 1980, THE COMPANY STARTED ITS INTERNATIONAL EXPANSION THROUGH PORTO, PORTUGAL. IN 1989 IT ENTERED THE UNITED STATES, AND IN 1990, FRANCE.
- THIS INTERNATIONAL EXPANSION WAS INCREASED IN THE 1990s, WITH MEXICO (1992), GREECE (1994), BELGIUM AND SWEDEN (1994), ETC. UNTIL REACHING ITS CURRENT PRESENCE IN OVER 88 COUNTRIES.
- ZARA STORES ARE COMPANY-OWNED, EXCEPT WHERE LOCAL LEGISLATION FORBIDS FOREIGNER-OWNED BUSINESSES; IN THOSE CASES, ZARA FRANCHISES THE STORES.
- AMANCIO ORTEGA OPENED THE FIRST ZARA STORE IN 1975 IN A CENTRAL STREET IN DOWNTOWN LA CORUÑA, GALICIA, SPAIN.
- ORTEGA NAMED HIS STORE ZORBA.

# BEGINNING

- THE FIRST STORE FEATURED LOW-PRICED LOOKALIKE PRODUCTS OF POPULAR, HIGHER-END CLOTHING FASHIONS.
- THE STORE PROVED TO BE A SUCCESS, AND ORTEGA BEGAN OPENING MORE ZARA STORES THROUGHOUT SPAIN.
- DURING THE 1980s, ORTEGA STARTED CHANGING THE DESIGN, MANUFACTURING, AND DISTRIBUTION PROCESS TO REDUCE LEAD TIMES AND REACT TO NEW TRENDS IN A QUICKER WAY, IN WHAT HE CALLED "INSTANT FASHIONS".
- THE COMPANY BASED ITS IMPROVEMENTS IN THE USE OF INFORMATION TECHNOLOGIES AND USING GROUPS OF DESIGNERS INSTEAD OF INDIVIDUALS.

