

ZARA PRESENTS ITS MOST ADVANCED STORE CONCEPT IN MADRID

The new store on Plaza de España is equipped with innovative technology such as the Pay&Go service, which customers can use to purchase garments by scanning them with their mobile phones, a fitting room reservation service and an automatic on-line return point.

The architectural project includes environmental eco-efficient systems and meets requirements for the BREEAM seal, the European certificate for sustainable construction.

The store also has specific areas for recent product launches, such as Lingerie, Beauty and Athleticz, with adjacent restocking areas and self-checkout points.



Madrid, 7 April 2022

Tomorrow, Zara is set to open its most innovative store in a premium location in Edificio España, on Madrid's renovated Plaza de España. The new store embodies Zara's new spacious flagship store concept. It will feature a renewed image, new product display areas and highly efficient technology to ensure the very best in service quality. These stores are situated in emblematic locations and have high sustainability credentials.

With more than 7,700 m² of floor space and 3,815 m² of retail space, the new store displays women's, men's and children's fashion collections on four floors in an architectural concept produced entirely by the Zara Architecture studio. The interior space has been designed as a large, clean and neutral container with coloured textiles and furniture to shine the spotlight on the fashion on display.

ZARA

Plaza de España

Zara Plaza de España has specific areas for the brand's most recent product launches, such as the Lingerie collection—until now available only at Zara.com— the Zara Beauty cosmetics line; the Athleticz sports equipment collection; and a Footwear and Accessories area in all three sections. These boutique spaces feature not only a distinctive interior design and furnishing, but also adjacent restocking areas and self-checkout points. The store has a prominent space for the second part of the Origins collection, which launches on-line and in selected stores around the world today.



Innovation for an integrated online experience

With this new store concept in Madrid, Zara seeks to offer customers a unique fashion experience integrated with the online platform so that they can interact with the brand at any time and on any device. The store incorporates the latest technology from Zara's platform of integrated physical and online stores, offering customers the option to browse the store of their choice online, consult available stock, shop online and collect their purchases in just two hours.

Other technologies have also been used, and Zara Plaza de España will offer features such as:

- fitting room reservations in store or via the Zara App.
- our Pay&Go service for customers to purchase garments by scanning them with their mobile phones.
- on-line shopping collection point with a robotic storage area and a capacity for up to 1,500 orders.
- specific checkouts for returns.
- automatic online returns point.
- self-checkout area.
- customer cardboard recycling area.

ZARA

Plaza de España

These new features represent another step forward in the Inditex Group's online and store integration strategy, boosted by the development of its own distinctive technological ecosystem: Inditex Open Platform. This proprietary, open and modular digital architecture means we can move forward in real-time customer adaptation, offering customers a new experience in both fashion and brand.

In-store sustainability

In line with Zara's commitment to sustainability, Zara Plaza de España has some of the most advanced environmental eco-efficient systems and qualifies for the BREEAM seal, a European certificate for sustainable construction.

The measures adopted in this new store can be seen, for example, in the efficiency of the heating and cooling systems, LED lighting to save even more energy, and the use of more environment-friendly materials, among others.

The store is connected to the internal Inergy platform, which monitors the efficient consumption of the store's air conditioning and electricity installations to optimise their management, identify the most efficient systems, improve maintenance and help define strategies to reduce energy demand.

Zara works continuously to integrate sustainability into its teams' daily decision-making by means of a holistic roadmap that includes objectives for every phase of the value chain. It also develops reuse and recycling programmes to promote the circular economy and reduce the generation of waste and the first-time consumption of raw materials.

Zara's commitment is that at least 50% of the garments it sells will be manufactured under its Join Life standard by 2022; the standard labels garments produced with more sustainable materials and processes.

ZARA

Zara is part of the Inditex Group, a global fashion company operating a platform of integrated physical and online stores in more than 200 markets.

With a business model focused on innovative sustainability and customer service, Zara and Inditex are committed to achieving climate neutrality by 2040.

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ANNEX

The store has specific areas for some of Zara's latest product lines:

ZARA LINGERIE

The lingerie collection, available only online until now, appears in this store in an intimate space with exclusive furniture and fitting room. The area features the top garments of the line: pyjamas, underwear, dresses, bodysuits and other accessories.

Zara's lingerie line has been designed with maximum comfort as the starting point. Each garment has been made using the most elaborate techniques and the finest fabrics: silk, alpaca, wool and cotton mixed with light tulle, lace and satin finishes to give an air of sensuality that is both ethereal and natural.

ZARA BEAUTY

Zara's cosmetics line has a wide range of beauty products for eyes, lips, face and nails. It uses top-quality formulas in refillable containers and a palette of more than 130 colours mixed in matte, metallic, glossy or pearl finishes in a wide range of shades.

At Zara Plaza de España, the line is set in a prominent place on the first floor and has its own self-checkout counter and virtual fitting room touch devices.

ZARA ATHETICZ

Athleticz is Zara's collection of sports equipment for every athlete. It is in a prominent spot on the third floor and has a wide range of products that combine technical features with sustainable materials, simple looks and supreme comfort. From footwear to shorts, underwear and backpacks, Athleticz offers performance products for training in any sport.

ZARA ORIGINS

Zara Origins launches its second edition today and continues its aspiration to create a contemporary wardrobe with garments that are both essential and timeless. The idea behind this second edition has been to complete the collection with new finishes and colours. Special reference must be made to the quality of the virgin-wool suits with twill structure, the cotton-linen outfits and linen and cotton shirts, a quality that is also present in many other products. Particularly noticeable is how light some of the knitted garments are, including V-neck jumpers with a high percentage of linen content for cooler wear.

Zara Origins is available on Zara.com and in 62 selected stores worldwide, including Zara Plaza de España (third floor).