

ZARA

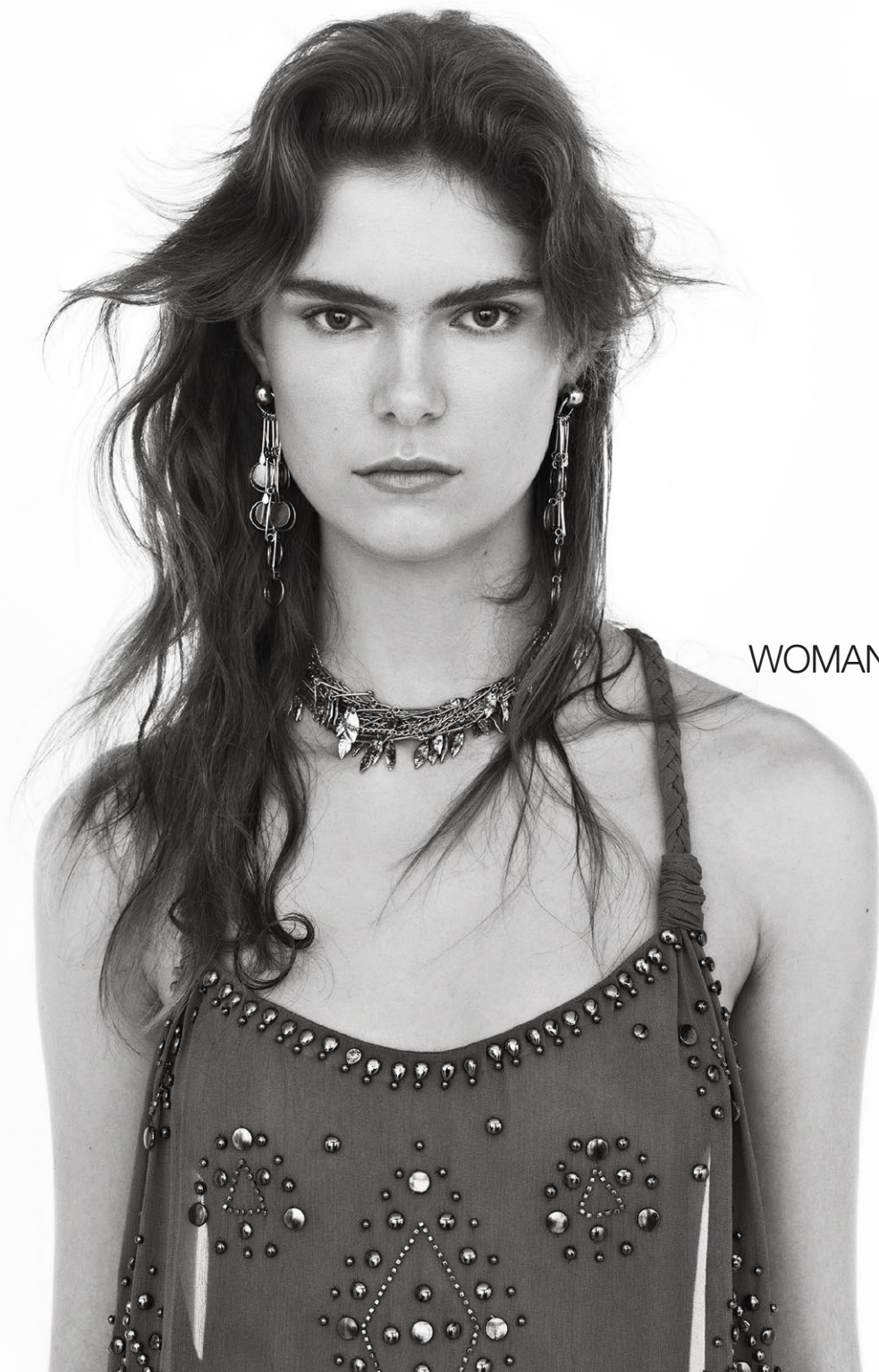
SPRING / SUMMER 2025 STUDIO COLLECTION

Identity shaped by silhouette. Attitude revealed through texture. Embracing contemporary individuality and a spirit of joyfuladventure, the latest Zara Studio collections—for Women, Men and Kids—are meticulously designed as a dynamic expression of modern life.

Three standalone collections Zara Studio is envisioned by the Zara design team in collaboration with esteemed creative director and stylist Karl Templar. Carefully curated and impeccably constructed, it represents the pinnacle of Zara's creative vision and production expertise. For SS25, Zara Studio reinvents itself anew.

Each collection is presented alongside a striking photographic campaign, styled by Karl Templar and brought to life under the creative direction of Baron & Baron. Collaborating with some of the most renowned image-makers of today—Steven Meisel, Annemarieke Van Drimmelen and Fabien Baron— they have crafted visuals that captivate the imagination and define the season's aesthetic.

ZARA STUDIO SS25 will be available online and in selected stores starting March 20.



WOMAN STUDIO COLLECTION



WOMAN STUDIO COLLECTION / ON THE ROAD

A study in contrasts: for Summer 2025, the Zara Studio womenswear collection embodies modern allure and fearless self-expression. This season's key pieces seamlessly merge avant-garde design with a spirited embrace of life.

The bohemian meets the future through gladiator sandals, sculptural bags, fluid yet structured dresses, and generously layered jewelry adorned with abstract, avant-garde embellishments. Flowing belted summer dresses bloom with delicate florals and feature unexpected sportswear-inspired necklines. Strapped bra tops, sumptuously pleated dresses, tailored waistcoats, micro shorts, and voluminous, full-sleeved blouses appear in an earthy, elemental palette, enhanced by the layered visual depth of garment-dyeing and the timeless allure of paisley.

The multifaceted Zara Studio woman comes to life in a bold and visually arresting new campaign, photographed by Steven Meisel.

PHOTOGRAPHER: STEVEN MEISEL

STYLIST: KARL TEMPLER

CREATIVE DIRECTION: FABIEN BARON

IMAGES



MAN STUDIO COLLECTION

MAN STUDIO COLLECTION / THE COLORS OF THE NIGHT

Unbound, unconventional, and unapologetically adventurous—the Zara Studio menswear collection for Summer 2025 is designed for modern-day romantic heroes. Tailoring, casualwear, and sportswear converge in a fearless, category-defying mix that redefines contemporary menswear. Fluid drapery, sharp embellishments, and commanding silhouettes are further enhanced by bold patterns and richly textured finishes.

Pant silhouettes range from multi-pleated, wide-leg cropped styles to long, form-fitting bell-bottoms. Camp-collar shirting explores an eclectic spectrum of pattern and weave, designed for layering to heighten its impact. Graphic monochrome harlequin knits, boat-neck T-shirts, athletic-inspired vests, gradient-check shirting, mixed-width stripe pants, an opulently embellished suede blouson, and a tonally nuanced souvenir jacket are standout pieces in a collection crafted for the endlessly curious and effortlessly eclectic modern man.

PHOTOGRAPHER: FABIEN BARON

STYLIST: KARL TEMPLER

CREATIVE DIRECTION: FABIEN BARON

IMAGES



KIDS STUDIO COLLECTION

KIDS STUDIO COLLECTION / SALT & SKY

To shape the future, we must celebrate the best of the past. The Zara Studio kidswear collection for Summer 2025 reinterprets the timeless essence of summer dressing as a foundation for the next generation of style pioneers. By exploring archetypal workwear-inspired silhouettes and infusing them with playful exuberance, the collection blends nostalgia with durability. These are clothes designed not just to be worn—but to create lasting memories.

PHOTOGRAPHER: ANNEMARIEKE VAN DRIMMELEN

STYLIST: KARL TEMPLER

CREATIVE DIRECTION: FABIEN BARON

IMAGES

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