



**ZARA EXPLODES IN PINK, GLITTER, AND GOLD WITH A CAPSULE COLLECTION
INSPIRED BY THE UPCOMING SUMMER EVENT FILM BARBIE, IN THEATERS EVERYWHERE JULY 21.**

The movie features a wide array of Barbies and Kens living in vibrant Barbie Land before Barbie and Ken set off on an adventure into the Real World. Just like the film, Zara's Barbie capsule collection welcomes all to play dress-up, providing a full offering for women and men, including clothing, accessories, pajamas, beauty products, and homeware. Naturally, the collection features all shades of pink, accented with black, white, and touches of silver, gold, and glitter.

Standout pieces include full looks inspired by styles showcased in the movie, such as the pink gingham dress Barbie wears and the western cowboy outfit seen on Ken. With the versatility of Zara's capsule collection, fans of the film can play into the nostalgia of these quintessential characters and style themselves like the Barbies and Kens on the screen while easily adapting pieces into their existing wardrobe.

ABOUT THE POP-UPS:

To celebrate this unique collection, two pop-ups—designed under the direction of Random Studio—will be held, one in Paris (Zara's Champs-Elysees Store) and another in New York (Zara's SoHo Store), between July 17 and July 30.

The pop-up is a take on the 'Barbie Dreamhouse' extending the universe of the new Barbie film into a modular human-scale set, complete with a life-size fitting room and a vending machine that invites visitors to interact by turning a wheel to rotate the shelves of products.

Extending the play between real and imaginary, the space also gestures beyond the Dreamhouse to the outside world of Barbieland. Through a series of screens that frame scenes from a handcrafted digital Barbie universe, visitors can catch a glimpse of the neighborhood and the wider surroundings of the house.

ZARA'S BARBIE COLLECTION WILL BE AVAILABLE ON ZARA.COM AND IN SELECTED STORES WORLDWIDE FROM JULY 17.

ABOUT THE FILM BARBIE:

To live in Barbie Land is to be a perfect being in a perfect place. Unless you have a full-on existential crisis. Or you're a Ken. Warner Bros. Pictures Presents a Heyday Films Production, a LuckyChap Entertainment Production, an NB/GG Pictures Production, a Mattel Production, Barbie. The film will be distributed worldwide by Warner Bros. Pictures and released in theaters only nationwide on July 21, 2023 and internationally beginning July 19, 2023. Directed by Greta Gerwig, Barbie stars Margot Robbie, Ryan Gosling, America Ferrera, Kate McKinnon, Issa Rae, Rhea Perlman, and Will Ferrell. The film is written by Greta Gerwig & Noah Baumbach, based on "Barbie" by Mattel, and produced by David Heyman, Margot Robbie, Tom Ackerley and Robbie Brenner. The executive producers are Gerwig, Baumbach, Ynon Kreiz, Richard Dickson, Michael Sharp, Josey McNamara, Courtenay Valenti, Toby Emmerich and Cate Adams. The film's music supervisor is George Drakoulis, with music by Mark Ronson and Andrew Wyatt.

ABOUT ZARA:

Zara is part of Inditex, a global fashion retail group. Zara's story begins with the opening of its first store in the Spanish coastal city of A Coruña in 1975 and its collections are currently available over an integrated platform of stores and online in more than 200 markets. Focused on constant innovation, Zara offers fashion-forward products for women, men and kids via a business model that places the customer at the center of everything we do. Zara and Inditex are committed to achieving climate neutrality by 2040.

[DOWNLOAD IMAGES](#)

