ZARA

ECO-FRIENDLY LINE

Opportunity statement: Launch a permanent line of sustainably made basics to respond to the customers' demand for sustainable clothing and timeless styles.

TARGET MARKET

- The consumer targeted for this line would value personal ethics and have a strong focus on sustainability.
- Due to Zara's Millennial and Gen-Z demographic, they are more willing to pay a slight premium for sustainable products.

CONSUMER NEEDS

- By introducing a Zara eco-friendly line, consumers' needs of sustainability, transparency, and trend alignment will be satisfied.
- There has been more of a demand for environmentally friendly fashion and transparency so materials, sourcing, and the production process will be transparant.

OPPORTUNITY

- governments are tightening regulations around sustainability and waste management within the fashion industry. Launching an eco-friendly line will allow Zara to stay ahead of these changes while enhancing its brand reputation.

CONCERNS

- Consumer demand for eco-friendly fashion as it comes at a higher price can be unpredictable, as many shoppers still prioritize affordable, trend-driven fast fashion, particularly during economic uncertainty.

STRATEGIC RECCOMENDATIONS

- Zara should partner with social media influencers who can authentically showcase the collection and influence their audiences. By sending eco-friendly items for influencers to style and share, Zara can inspire followers to adopt sustainable fashion.
- Zara could collaborate on exclusive campaigns, such as styling competitions or challenges like "What's in Your Eco-Friendly Closet?" to drive engagement and awareness. These strategies leverage influencers' reach and authenticity to position the collection as a stylish, eco-conscious choice.
- Zara should introduce the transparency initiative through the QR-codes on hang tags. Customers would be able to access information about where a garment was produced: they will see specific factories and profiles of real workers that created the garment.





