

APR. 2021 • TREND REPORT

ZARA TREND PRESENTATION

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Group Assignment • Apr. 2021

DISCUSSION OUTLINE



Presentation Breakdown

The Retailer

The Current Trends of the Season

The Zara Trend Gap

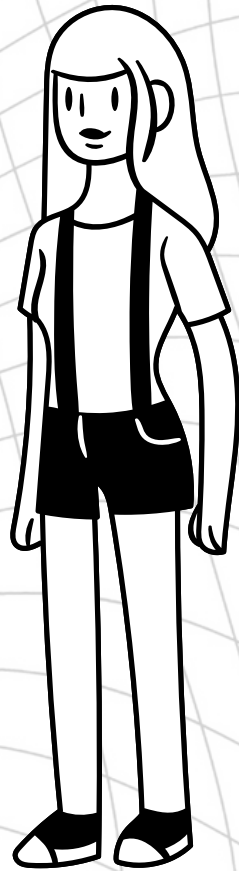
The Consumer Profile

The Introduction of the Trend

Recommendations

Spring/ Summer 19

Founded in 1974 in Spain

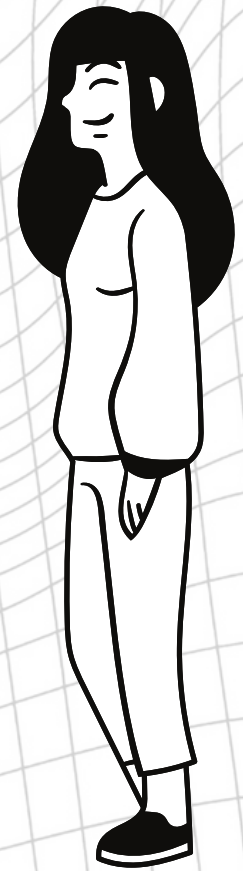


Largest company in the
Inditex group

The Retailer

ZARA

Zara's warehouse is 5
million square feet
(about 9 times the size of
Amazon's).



Over 2000 stores in 88
countries



DSquared2 S/S21

Monochrome



Zara



MSGM S/S21

Cut-out Details

Zara



Moschino S/S21



den Williams



Etro S/S21

Bralettes & Crop tops



Zara

MOOD BOARD

KEY

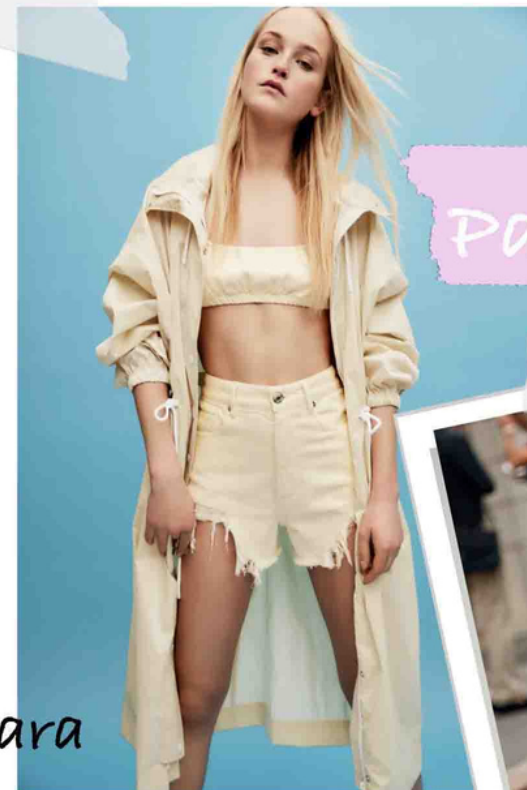
TRENDS

SPRING/SUMMER 2021



Zara

Zara



Pastel Tones



Stella McCarthy S/S21



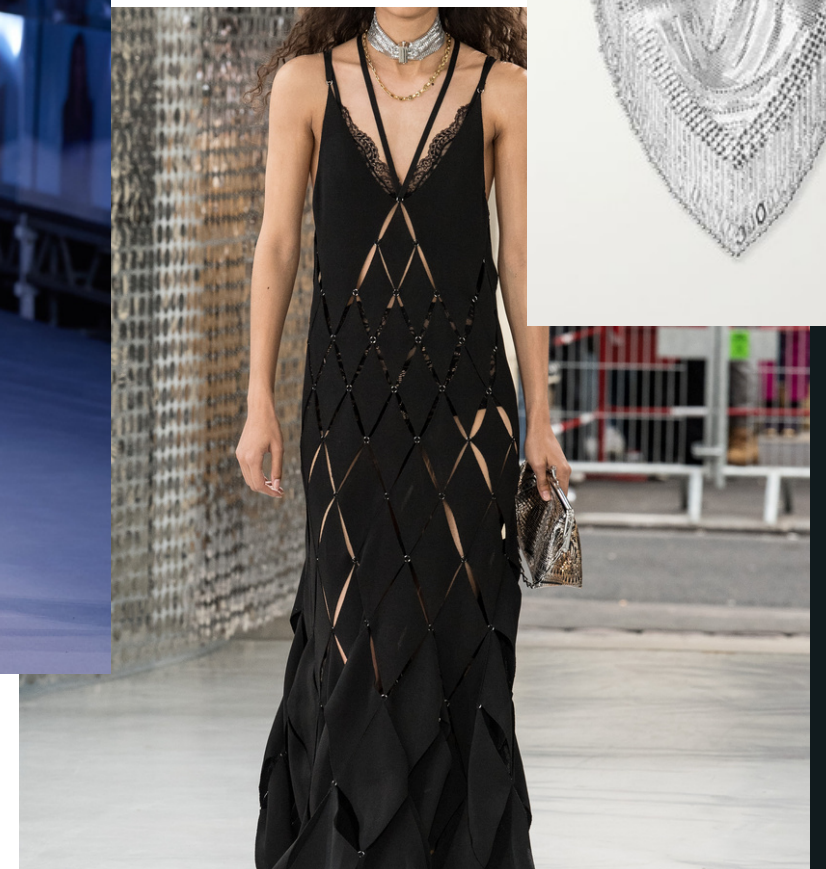
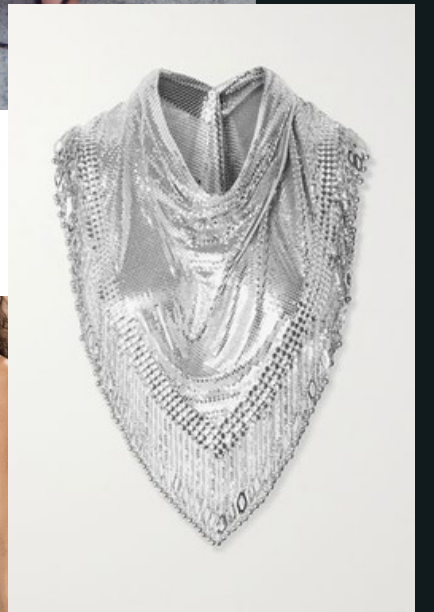
Trend Gaps

Zara's reactive and fast moving approach to trend forecasting sometimes results in certain key trends of the season being missed.

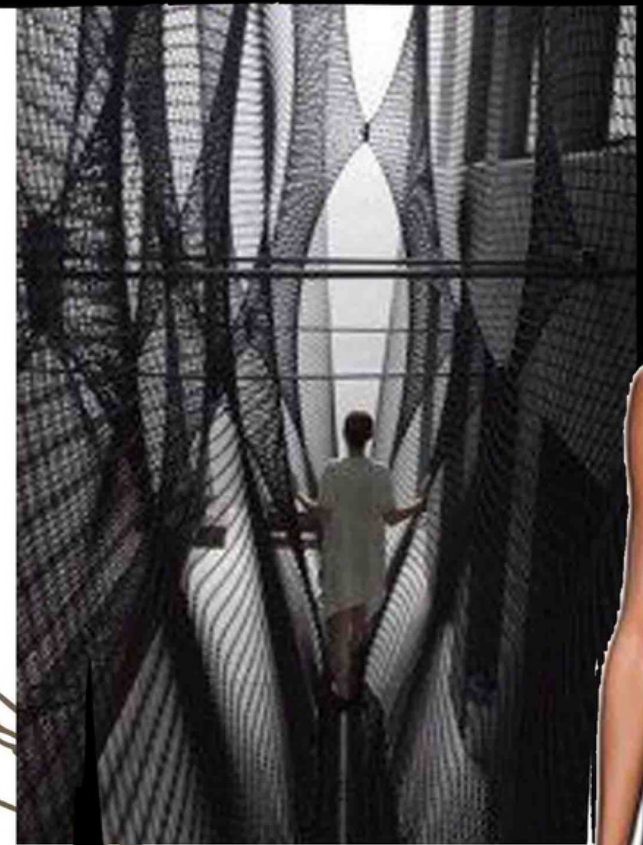
These are often introduced later in the season when demand is realised.

Some missing trends for SS21:

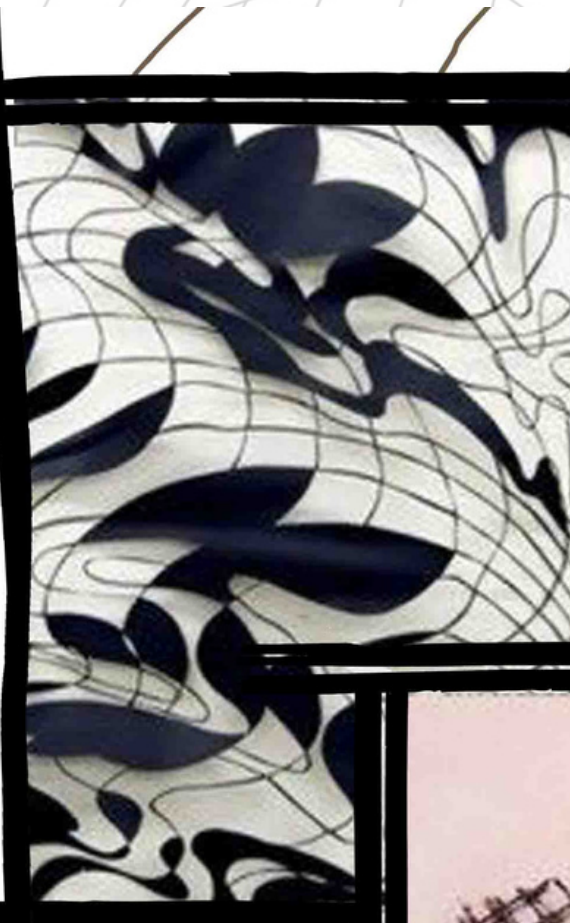
- Goth Chic
- Disco



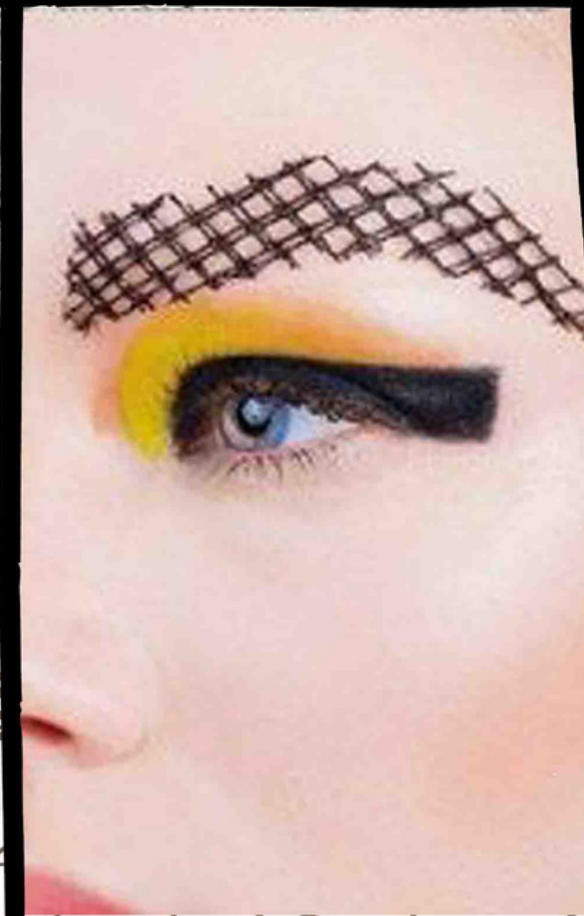
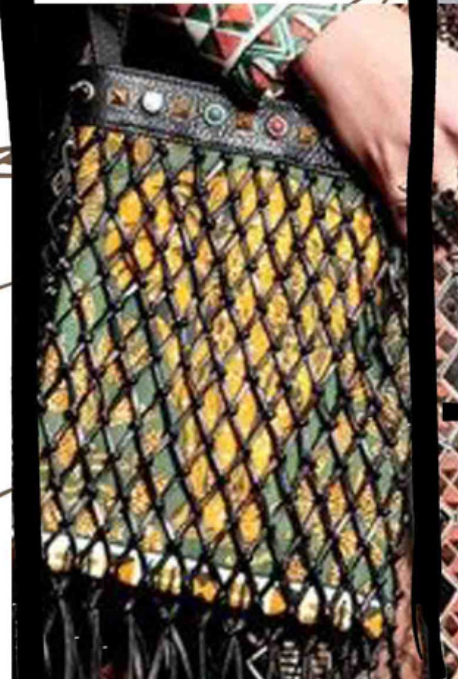
TREND GAPS



Vetements



Sudon Choi 18



Inspiration

Behind Net Benefit

Fendi
S/S 21

Balenciaga
S/S 21



Dries van Noten
S/S 21



H&M
Move on from the
mesh dress.



Mango
Netted bag



MOOD
BOARD
**NET
BENEFIT**

ONE KEY TREND S/S 2021



BALMAIN
S/S 2016



LOUIS VUITTON
S/S 2019



BALMAIN
S/S 2015



LEAGH HUGHS
CENTRAL ST. MARTINS
A/W 2018



BALENCIAGA
S/S 2021



TREND TIMELINE

9. Netting



Acne Hermes Dior Acne

Fishnet-inspired materials are actually surprisingly chic and offer a slightly different take on the sheer trend. Throw an open knit midi dress or skirt (Acne, Dior) over your swimsuit for a vintage off-duty feel. Alternatively, if you're after a more boujee look, try layering your wider style mesh over a LBD (Hermès).

Shop the trend:



+ Paula's Ibiza embellished macramé-trimmed silk and cotton-blend jersey dress

LOEWE
net-to-porter.com.uk
£362.50

BUY NOW



Turtle Bag Dip-Dye String Bag

ARKET, £7
arket.com

BUY NOW



GG tulle lingerie minidress

£790, Gucci

BUY NOW



ASOS DESIGN string shopper

ASOS DESIGN
asos.com
£8.00

SHOP NOW

MARIE CLAIRE

COSMOPOLITON

NETTING AND HOLES

WHOWHATWEAR.CO.UK



1.Netting It All



The concept of netting exploded this season from net dresses, tops, bags and skirts. Balenciaga developed this technique by adding elements of sustainability by creating a net dress entirely from basketball hoop netting. Burberry took it a step further through bedazzling their nets with crystals and stones. Simone Rocha elevated the trend by adding pearls and beads. This season the trend of adding a net skirt or dress will be ubiquitous. What makes this trend so appealing is how easily the consumer can replicate it and how well it can transform their daily outfits. The addition of hardware and crystals will be what will distinguish each look from another. Adorned netting on jackets, bags, tights, and dresses will be a stand out key in spring's trends. We might even see an increase of net shopping bags made from delicate yet durable textiles such as nylon.

S / SHOPPING

Netting Is One Of The Hottest Spring/Summer 2021 Trends To Watch

Yes, go ahead and cast your net wide!

BY HAYDEN NG / FEBRUARY 16, 2021

HER WORLD



SUN MEI



Consumer Profile

Contemporary young woman

Can be influenced to shop at ASOS, H&M and Mango

Pre-covid she would visit Zara stores often and frequently check the Zara app, aiming to stay on top of trends

Due to the short window of time the products have to sell the average Zara consumer shops impulsively

Pen Profile



The Student

Early to mid twenties. Inspired by Instagram, Pinterest and TikTok accounts. She has limited income, so shops cool pieces that can be worn to college or dressed up for nights out.



The Young Professional

Recently graduated college and is beginning her professional career. Looking for high quality pieces that fit her style. She is influenced by trends and will shop monthly.



The Influencer

Follows trends but wants to show her own style and creativity. She shops regularly to keep her followers engaged and to ensure good content is created for her accounts.



The Minimal

She is a high spender and prefers the women's basic section in Zara. She is chic and her fashion is timeless. She prefers not to follow trends and will shop a few times a year. It could be assumed she is a slightly older consumer.



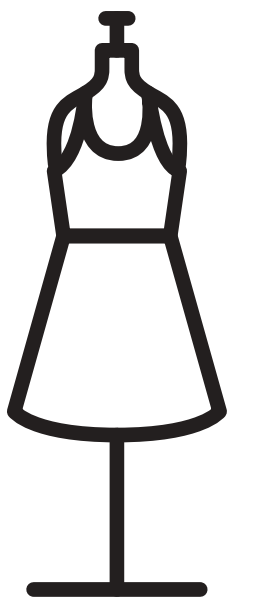
Competitor's

USING NET BENEFIT IN THEIR RANGE



Implementing the Collection

- Mood board
- Range Plan
- Costing
- Material Breakdown
- Size Suggestions
- Quantity Suggestions
- Integration Strategy



Mood board

Netting Capsule

Breathable

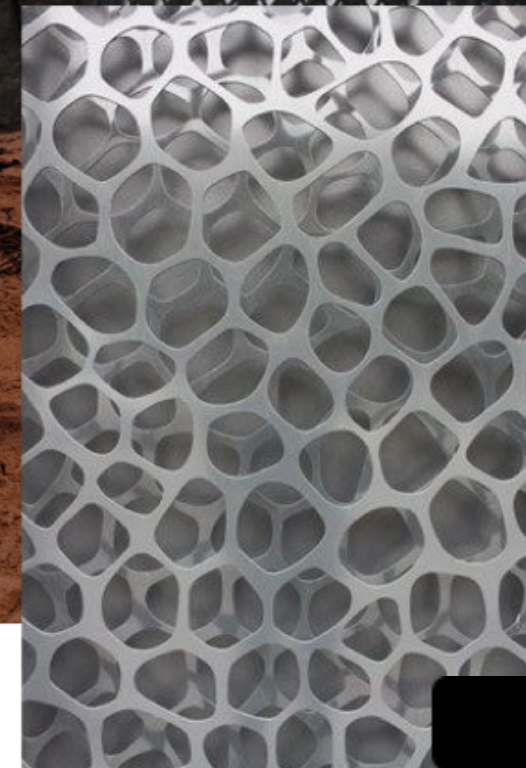
Elasticity

Loose Fit

Layers

Sheer

Urban Leisure



Range Plan

The appearance of the laser cut-out imitates the effect of the fishing net, and it is more layered when matched up with other garments.



Fishnet Mesh Top
Loose fit/Cap sleeves
Black/White
100% Polyester



Fishnet Mesh Skirt
Elasticated waist/Knee-length
Black/White
100% Polyester



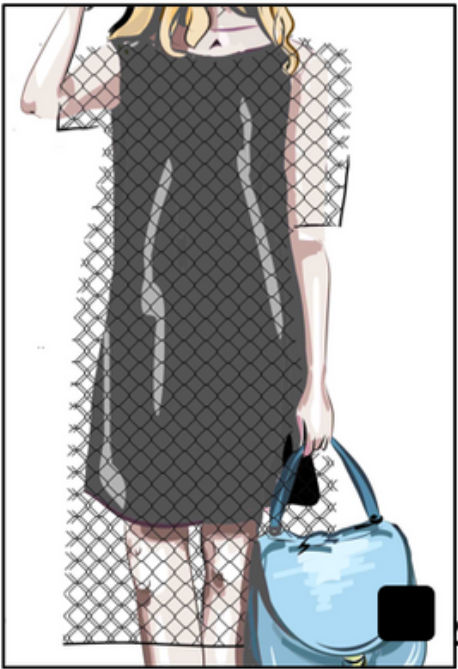
Fishnet Mesh Dress
Knee-length/Cap sleeves
Black/White
100% Polyester



Ankle Boots
Fishnet cut-out/Lace up/Double buckle
Black
Upper: Calf Leather
Lining: 100% Polyester; 100% Polyurethane
Sole: Rubber



Fishnet Dress
Sleeveless/Raw Edge
White
90% Viscose 5% Polyester



Fishnet Dress
Double Layer/Clean Edge
Black
90% Viscose 5% Polyester



Fishnet Drawstring Bag
Double handle/Contrast colour
Black and White
Outer: 100% Polyester Lining: 100% Nylon

Netting Collection

The fishing net has a strong visual impact and a street style. The real netting material makes the clothing more playful.

Costing

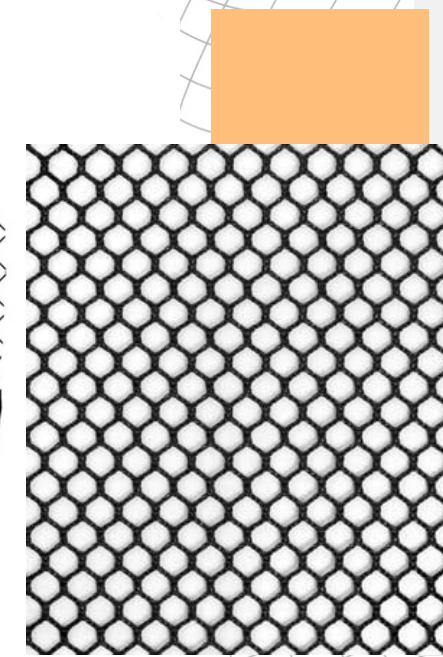
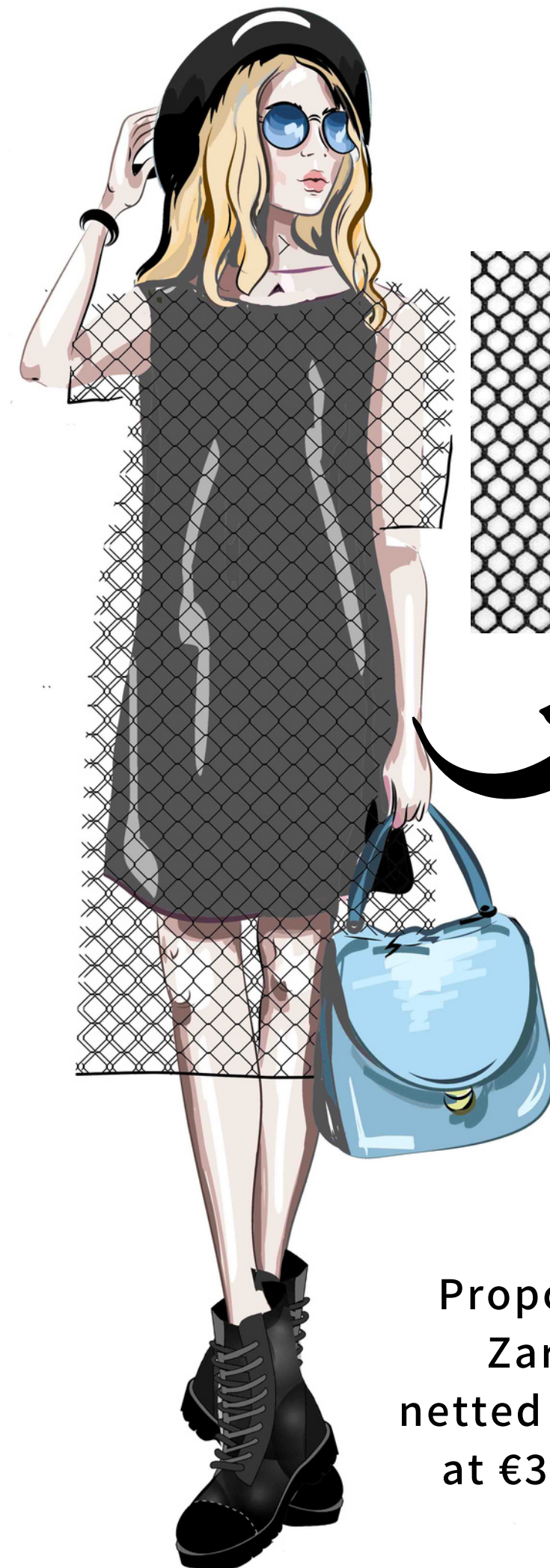
Zara Pricing

€39.95 for the Proposed Black Netted Dress based off dresses of similar material composition and style already offered at Zara

Competitor Pricing

H&M are offering a white netted mini dress retailed at €59.99, as part of their Conscious Collection.

Ganni Dress priced higher at €195



Ganni dress priced at €195



Proposed
Zara
netted dress
at €39.95



H&M dress priced at €59.99

Material Breakdown

■ TWO COMPONENTS TO THE NETTED DRESS:

1. Netting - main fabric
2. Slip dress - secondary fabric

■ NETTING

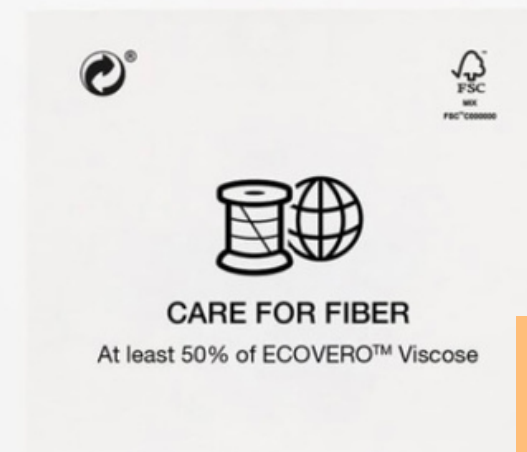
To hold structure, the netting will be made up of a cotton and polyester blend. (need %)

■ SLIP DRESS

The black slip underneath will be made up of EcoVera, keeping in line with the 'Join Life' label



Zara's 'Join Life' Label



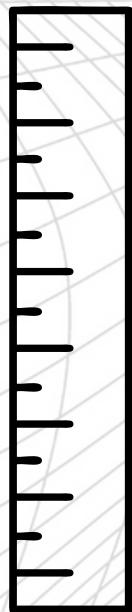
CARE FOR WATER
CARE FOR CLIMATE
CARE FOR FIBRE

Size & Quantity Suggestions

SIZE BREAKDOWN

Three sizes:

- Small
- Medium
- Large



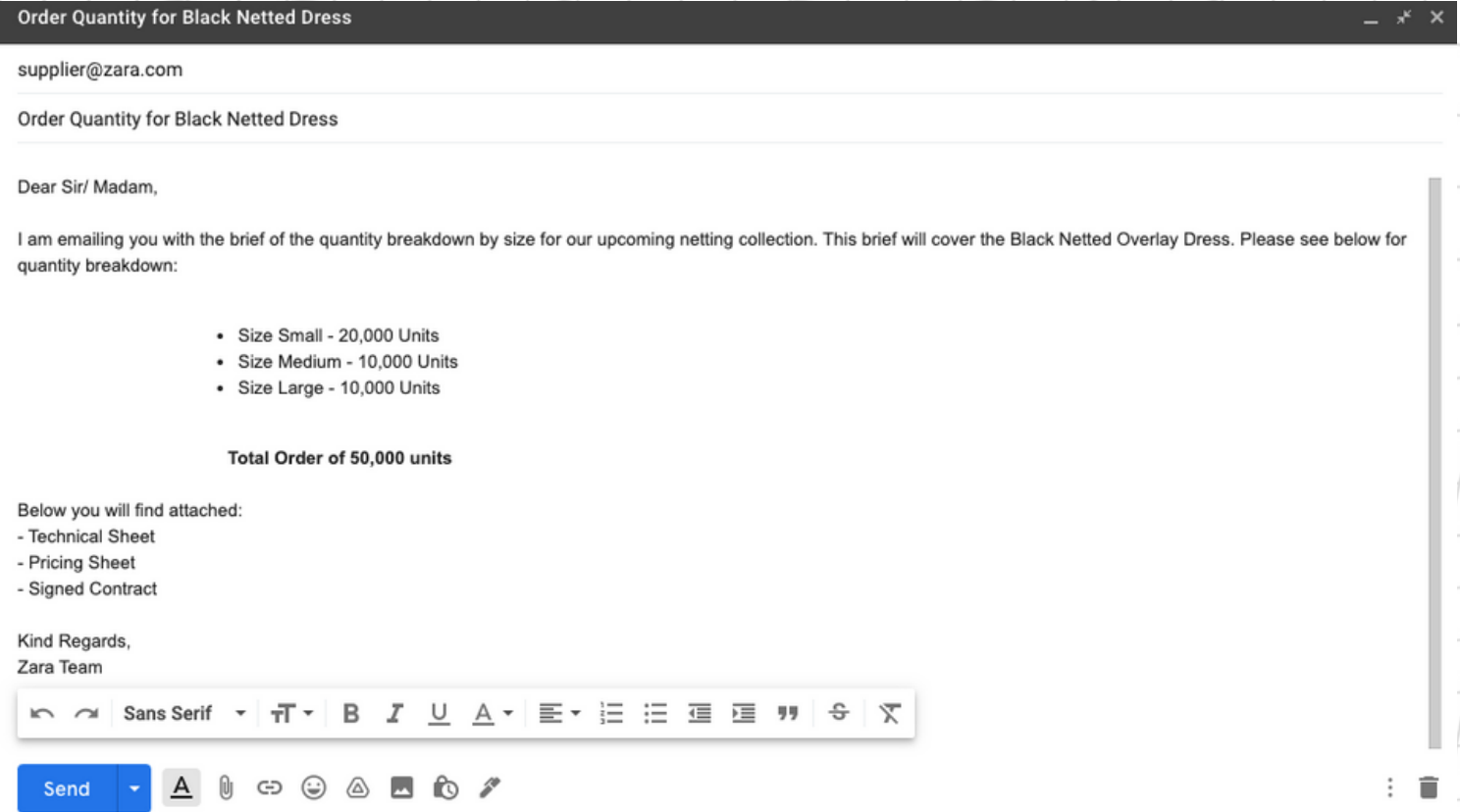
Current Zara Dresses in size breakdown of S, M, L

QUANTITY BREAKDOWN

- Limited Range in Stores
- Full Collection Online
- Small- 20,000 Units
- Medium- 15,000 Units
- Large- 15,000 Units



DRESS NEEDED IN 50,000 UNITS
IN TOTAL



Ordering the Stock E-Mail

Integration Strategy

- INTRODUCED IN WOMEN'S COLLECTION
 - Both online and in store
 - Some pieces in the range to filter into TRF section for inclusivity reasons
- CLEAN, MINIMAL COLLECTION CENTRED AROUND THE DRESS
 - Black and white, with tangerine accents to add a pop of colour
 - Neutrals will carry across seasons



RANGE PLAN OUTFIT BUILDER

Nylon Brights
PANTONE®
15-1360 TN
Shocking Orange

PANTONE®
14-1128 TCX
Buff Orange

PANTONE®
11-4801 TCX
Tofu

PANTONE®
19-3911 TCX
Black Beauty



Thank you for listening

We hope you enjoyed the presentation