



Fast fashion brands: Zara and Mango

Zara is a Spanish clothing and accessories retailer brand. It is the flagship of the Inditex group, the world's largest apparel retailer. It sells men's clothing and women's clothing, as well as children's clothing (Zara Kids). Shoes, cosmetics and accessories are also sold. The secret to Zara success is largely based on its ability to develop a new product and get it to stores within two weeks, compared to the six-month industry average. Zara launches 12,000 new designs every year.

It all began when Amancio Ortega and his wife Rosalía Mera opened the first Zara store in A Coruña, Galicia, Spain, in 1975. Initially the store was named Zorba, but it soon changed its name into Zara. It sold affordable items trying to keep up with fashion. During the 1980s, Ortega changed the design, manufacturing and distribution process, reacting to new trends in a quicker way and inventing what he called "instant fashions". Zara started to expand to the rest of the country, then to Portugal and, from the 1990s, to the rest of the world. Today Zara has more than 2,100 stores worldwide. In September 2010, Zara launched its online boutique.

Most Zara products are manufactured in Spain or in proximity countries like Portugal, Turkey and Morocco. Clothes with a longer shelf life, such as basic T-shirts, are outsourced to low-cost suppliers in Asia. Zara is also known to be one of the eco-friendliest companies. It uses solar panels and wind turbines in its headquarters in A Coruña. Besides, following a request by Greenpeace to ban harmful toxins

from the clothing production, Zara in 2012 became the biggest retailer in the world to switch to a fully toxic-free production. One surprising thing about Zara is that the brand does not advertise itself in any form and its founders have never spoken to the media. Rosalía Mera died in 2013 at 69: she was the wealthiest self-made woman in the world, with a fortune estimated at \$ 6.1 billion. At the moment Amancio Ortega is the fourth richest man in the world.

With its headquarters in Barcelona, Catalonia (Spain), **Mango** is a private company (unrelated to Inditex) and one of Zara's biggest competitors. It was founded in 1984 by two Turkish brothers, Isak and Nahman Andic, who had immigrated to Spain. What was initially a small team soon began to grow, and it expanded all over Spain. From 1996 to present, the company has opened bigger stores and increased the rate of store openings in countries all over the world. At the moment Mango has about 2,000 stores in more than 100 countries and has become an icon in fashion business. The over 8,000 employees form a young and enthusiastic team, 85% female, with an average age of 28. The philosophy of the company is based on creativity: around 600 professionals work at the Hangar Design Center, the largest of its kind in Europe, where they create the brand's collections. Among Mango's famous endorsers there are Kate Moss, Australian model Miranda Kerr and football legend Zinedine Zidane.

ACTIVITIES

- 1 Complete the following table with the information required. Write DS (doesn't say) if the information is not included in the text.

	ZARA	MANGO
Owner		
Founders		
Year of foundation		
Headquarters		
Number of stores		
Famous endorsers		
Place of manufacturing		
Environmental policy		
Employees		