Spanish clothing chain Zara opened on Friday a new store in Beijing. The new shop is the largest in Asia, reported local media outlet Beijing Daily.

Spreading over 3,500 sq m across four floors, the megastore is located on the busy Wangfujing Street, one of the most famous shopping streets in Beijing.

The brand’s physical and online sales channels come together under one roof with the addition of a dedicated space for online orders.

Zara’s Weibo account shared details of the opening, calling it a “sustainable shopping experience”, while the Global Times said today that the store integrates new technologies that reduce energy consumption by 20% and water usage by half.

Zara’s parent company Inditex announced in June plans to close 1,200 stores across the world, especially in Europe and Asia, after booking its first ever quarterly loss in the period between February and April. Hit by the Covid-19 pandemic, the loss reached 409 million euros (about $480m).

Indeed, Beijing Daily said this was an “important” store opening given the fact that Zara closed two stores in Beijing in mid-2019.

Zara first launched in China in 2004. Including the autonomous regions of Hong Kong and Macau, the brand has 191 stores in the country as well as 52 Zara Home outlets. In total, Inditex operates 581 stores in China, according to the company’s data.

Translated by Barbara Santamaria