Zara drops new perfume collection

By Triana Alonso  -  12 November 2021

The new fragrance collection by Zara is inspired by eight of the world's major cities. The collection has been developed in collaboration with a long-standing partner of Zara, British perfumery brand Jo Malone - notably with the latter's own brand Jo Loves - enabling the Inditex group’s leading label to enhance and extend its range of perfumes and cosmetics.

Zara’s new fragrance line is called Vibrant Cities Collection. It encourages customers to “reconnect with a pioneering travelling spirit,” transporting them into eight olfactory environments inspired by eight different cities. Fashionably London and Elegantly Tokyo feature floral accents, while Stunningly Venice is scented with fruity notes of raspberry and redcurrant. Boldly Seoul instead combines violet leaves with musk.
Woody notes are prominent in Energetically New York, mixed with aquatic accents, and in Magnificently Dubai. Creatively Shanghai is more citrusy, with notes of mandarin and orange, as is Gracefully Madrid, which mixes citrus notes with the scents of basil and mint. The fragrances are commercialised in a range of sizes: 75 ml (€19.95), 40 ml (€15.95) and 10 ml (€5.95). They are available at Zara stores and on the label’s e-shop from November 11, and their lines also include perfumed body and hand creams and gels.

Zara, the Inditex group’s leading label in terms of revenue, has featured perfumes in its catalogue for over 20 years. But it was only recently that Zara decided to step up in terms of quality and offer more polished products, relying on the know-how of a renowned fragrance brand like Jo Malone. At the end of 2019, Zara presented a new collection of eight fragrances called Zara Emotions. Since then, it has gradually added to its range of scents in collaboration with Jo Malone, dropping a joint collection of four perfumes in spring 2021.

To further enhance its beauty products range, in May Zara introduced Zara Beauty, a complete line of cosmetics products developed with well-known make-up artist Diane Kendal. The line now has its own dedicated sections inside some of Zara’s physical stores.

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In H1 2021, Zara generated a revenue of €8.488 billion, while the Inditex group as a whole reported a revenue of €11.936 billion. As of July 31, Zara operated 1,979 stores worldwide, 154 fewer than last year.

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