Inditex renews Stradivarius’ brand image and logo

By Triana Alonso - 7 February 2022

Stradivarius is refreshing its visual identity to be more in line with its current brand positioning. The Galician group’s strategic move aims to assert the young fashion retailer’s “own identity” by creating a new “more contemporary and refined” logo, designed together with the Barcelona-based studio Ana Mirats and written in a font that was created exclusively for the brand.

Although the brand’s image has undergone several changes since its birth in 1994, the company explained that it has always remained “true to its essence: feminine and transforming.” This identity is preserved in Stradivarius’ new logo written in capital letters which “symbolize change and strength.”

The redesign remains true to the Inditex-owned brand’s identity, illustrating its two differentiating elements: the treble clef, a symbol reflecting the dynamism of the brand, and the personalized font designed to provide “readability and notoriety in a more contemporary style.”
Stradivarius was founded as an independent brand by the Triquell family, who sold 90% of the company to Inditex for 18 billion pesetas (around €110 million) in 1999. Today, the retail chain managed by Jordi Triquell is the fifth largest brand in terms of turnover for the Galician conglomerate that is behind Zara, Pull & Bear, Massimo Dutti, and Bershka. The brand closed the 2020 financial year with a total of 936 stores worldwide and a turnover of €1.283 billion, 26% lower than the sales recorded a year earlier.

In the first nine months of the year, Inditex increased its sales by 37% to €19.325 billion. Just a few days before the presentation of its results, the group announced the appointment of Óscar García Maceiras as CEO, effective immediately. Marta Ortega, daughter of the group’s founder, will take over as non-executive chairman of the board next April. Meanwhile, Pablo Isla will step down as chairman after a 15-year-long career at Inditex.

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