Zara continues its foray into the metaverse

By Triana Alonso · 30 March 2022

Zara continues its foray into the virtual universe with the launch of a “Meta Collection”, after having first stepped foot last December. The independent capsule collection will be made available on the Zepeto app, where Zara had previously presented its project in partnership with the South Korean creative collective Ader Error. This initiative follows the metaverse craze, in parallel with last weekend’s first Metaverse Fashion Week that took place in the virtual universe Decentraland, in which more than 70 globally renowned brands participated including Tommy Hilfiger, Etro, and Dolce&Gabanna.
A jumpsuit, a jacket, denim shorts, colorful jeans, a silk top, platform sandals and several handbags are just some of the items that comprise this limited edition capsule collection. The line entitled "Lime Glam" also offers a few makeup products such as eye shadows or fake nail sets, and features three additional digital elements: a wall, a floor and a photo booth. According to the brand, the latter have been created in order to enhance the immersive experience.

"This project reflects a new way of thinking, a community that aspires to overcome limits, to embrace its unique identity and personality," said the Galician firm in a statement. The collection is available from Tuesday, March 29, both IRL, or in other words in physical format through the brand's network of stores; as well as in the Zepeto universe in virtual format for avatars. Over the past few weeks, brands such as Levi's, Gucci, Ugg or Christian Louboutin have similarly launched their products on the platform.

This collection's launch comes just a few days after Inditex announced that its Pull&Bear chain would be diving into the metaverse in parallel with Madrid's streetwear festival Scrapworld. In collaboration with the team of La Frontera VR and Meta Creative Shop, the brand has developed six looks targeting a Gen Z clientele that are compatible with various games and apps of the Ready Player Me platform. Meanwhile, Spanish retailer Mango announced its entry into the virtual universe last week through a series of NFT artworks.

In FY 2021, Inditex's turnover increased by 36% to 27,716 million euros. This growth, however, lagged 2% behind sales recorded before the pandemic. In Zara's case, which presents its sales volume together with the home and decoration segment Zara Home and maintains its position as the leading brand in terms of turnover of Amancio Ortega's group, sales increased by 39 % to 19,586 million euros. Among the latest initiatives of the conglomerate's flagship brand that have notably stood out are the launch of a beauty line comprised of base make-up products and the reveal of its latest premium collection "Zara Studio".

The company based in Arteixo (A Coruña) will begin a new chapter on April 1 with the arrival of Marta Ortega, who has replaced Pablo Isla as non-executive president of the group after his departure. The conglomerate declared that 2022 will see a "selective increase" in prices in its network of brands, which could climb up to 2% due to inflation.

By Triana Alonso
Translated by Roberta Herrera

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