The Kardashian name and the Zara brand are joining forces. The Inditex group’s flagship brand is banking on a strategic collaboration to strengthen its foothold in the United States, which became its second largest market behind Spain in terms of sales. The brand chosen to boost Zara's media coverage and popularity was none other than Good American, the denim brand owned by world-known celebrity, Khloé Kardashian.

Kardashian, who boasts more than 239 million followers on Instagram and recently saw her reality show ‘The Kardashians’ air its latest season on Hulu and Disney+, has certainly amassed a media presence sought-after by brands. The Kardashian family clan have garnered success in their various business ventures due to the popularity of their show, from Kylie Jenner’s beauty brand, Kylie Cosmetics, to Skims, Kim Kardashian’s shapewear and underwear brand.

To capitalize on the influence of the starlet’s platform, Zara has collaborated with Good American, the denim brand founded in 2016 by Emma Grede and Khloé Kardashian, to create a limited-edition collection. Khloé herself was tasked with announcing the news via a post on her Instagram profile. The brands called on renowned photographer Mario Sorrenti and models such as Precious Lee and Devyn Garcia to bring their campaign to life.

The capsule, characterized by its size inclusivity, will launch on May 5 in physical and online stores in the United States with prices ranging from $25 to $90 (from 23 to 85 euros approximately). The collection ranges from tight high-waisted skinny jeans to relaxed oversized jeans and stretch denim jumpsuits, distinguished by the Los Angeles-based brand’s trademark: cinched waists and sculpted silhouettes.
After keeping a low profile in the media for years, investing its advertising budget in major campaigns with internationally renowned photographers instead, Zara has opted in recent years to collaborate with established names in the industry. Examples include its alliance with Jo Malone for its fragrance line, Diane Kendall for its make-up line, as well as Charlotte Gainsbourg and South Korean firm Ader Error for ready-to-wear. This strategy seems to have been reinforced since Inditex heiress Marta Ortega was named non-executive chairwoman of the conglomerate at the beginning of April.

In the last fiscal year, Zara recorded an increase of 39% in revenues to 19.6 billion euros. The chain, which presents its annual results together with its home decor line Zara Home, represents the majority of the Inditex group's revenues, which increased by 36% to 27.7 billion euros in the same fiscal year.

Zara had 1,939 physical stores as of January 31, 2022, which contrasts with the 2,025 stores it had a year earlier. In the United States, its second largest market in terms of sales volume, the retailer is present through its online store and is the only brand in the group to have physical stores in the country, which today stand at around 100.

By Triana Alonso
Translated by Roberta Herrera