Marta Ortega is continuing to elevate the brand image and positioning of Inditex's flagship retail chain. The daughter of Amancio Ortega and president of the Spanish group since last spring aims to position the retail chain as one of the world's leading premium brands, distancing itself from the affordable fast fashion that has built its global success. The heiress initiated this strategic move when she worked as one of the heads of the Zara Woman line, launching limited-edition capsule collections under the name Zara SRPLS.

The strategy involves presenting a more sophisticated image and to collaborate with high-profile icons in the fashion industry in order for Zara collections to gain credibility and consolidate their position as premium.
fashion industry in order for Zara collections to gain credibility and consolidate their position as premium collections, both in the press and in the public eye. This investment not only serves to reinforce the sought-after new image but also justifies the gradual and selective price increases in the eyes of the customer.

The black and white images captured by renowned photographer David Sims for the Spanish brand's latest campaign see the iconic model Kate Moss stepping out of a cab in a turtleneck coat, crossing the street wearing a long black dress with a side slit or laughing at dinner with friends. This is not the first time the British supermodel has worked with the Spanish brand. A few of her images posing for Zara led to the "Archives" collection, launched in 2020, which revisited a selection of must-have items from Zara's '90s wardrobe.

For this latest retro and glamorous campaign, French fashion editor Emmanuelle Alt was in charge of putting together the looks. She is known for her stunning fashion editorials published in Vogue Paris during her years as the magazine's editor-in-chief. The series of pictures, which have been received well by industry insiders, reflect the close relationship between Marta Ortega and fashion photography.

Prior to becoming president of the group, Ortega's youngest daughter organized a photography exhibition in A Coruña in memory of the late photographer Peter Lindbergh. Zara's most recent high-end launches include the
“Zara Atelier” collection centered around craftsmanship, as well as collaborations with the South Korean design firm Ader Error, the Scandinavian brand Kassl Editions and launching a collection together with Charlotte Gainsbourg.

The Spanish group posted a record profit of 760 million euros in the first quarter of the year and increased its turnover by 36% to 6.74 billion euros.

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